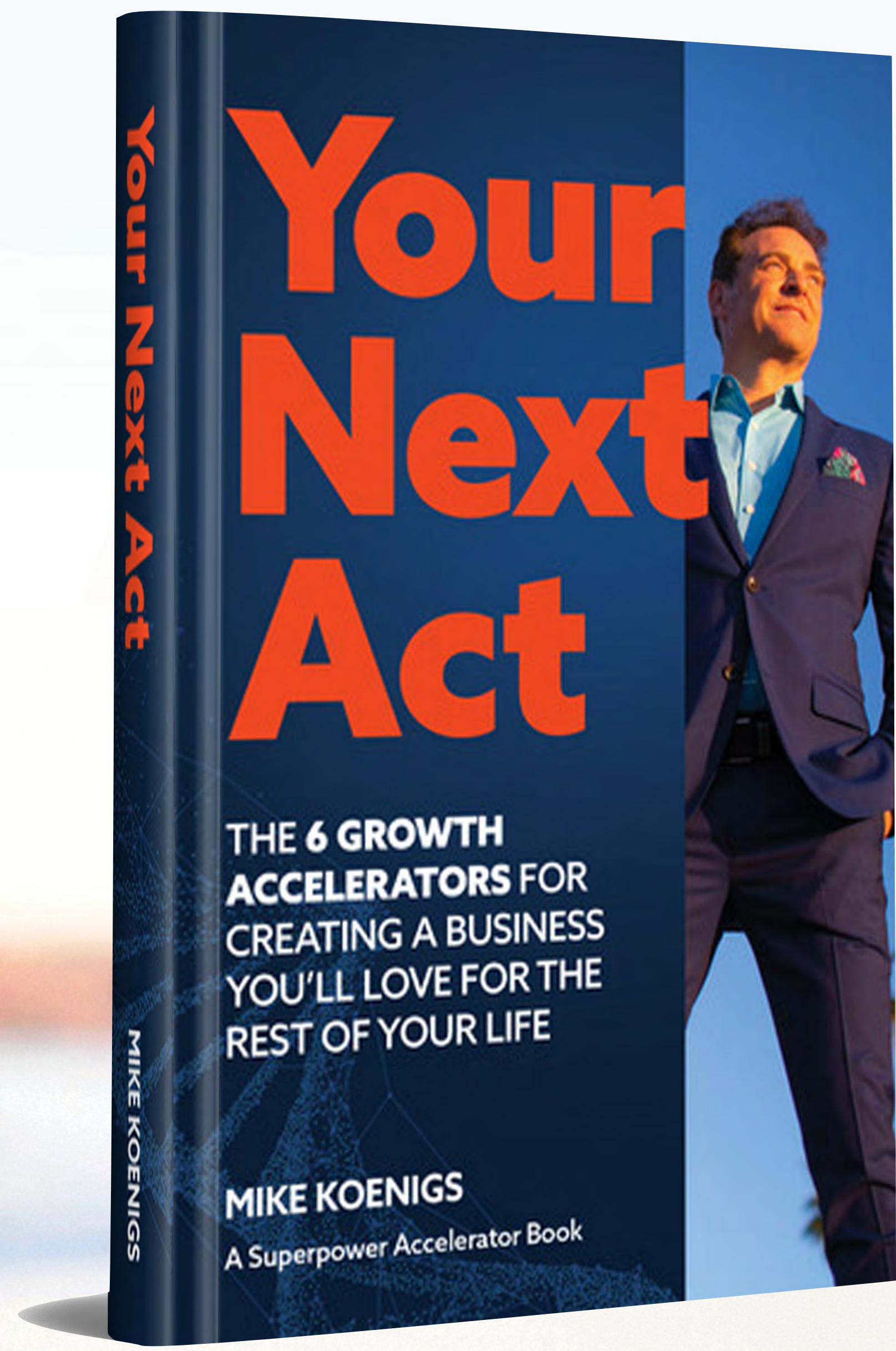


MK
MIKE KOENIGS



Entrepreneur
ELEVATOR
PITCH

SUCCESS



Entrepreneur
ASK AN EXPERT

The
Boston
Globe

CBS
NEWS

CNN

FOX



Inc.

Entrepreneur
insider





MK

MIKE KOENIGS

A ONE WORD BRAND...



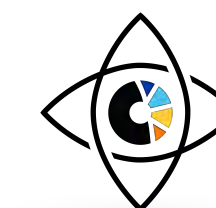
SUCCESS



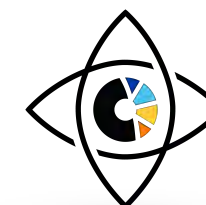
Inc.



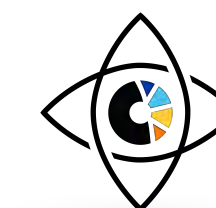
ELON



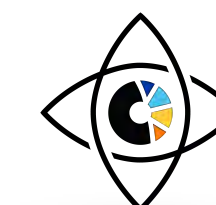
OPRAH

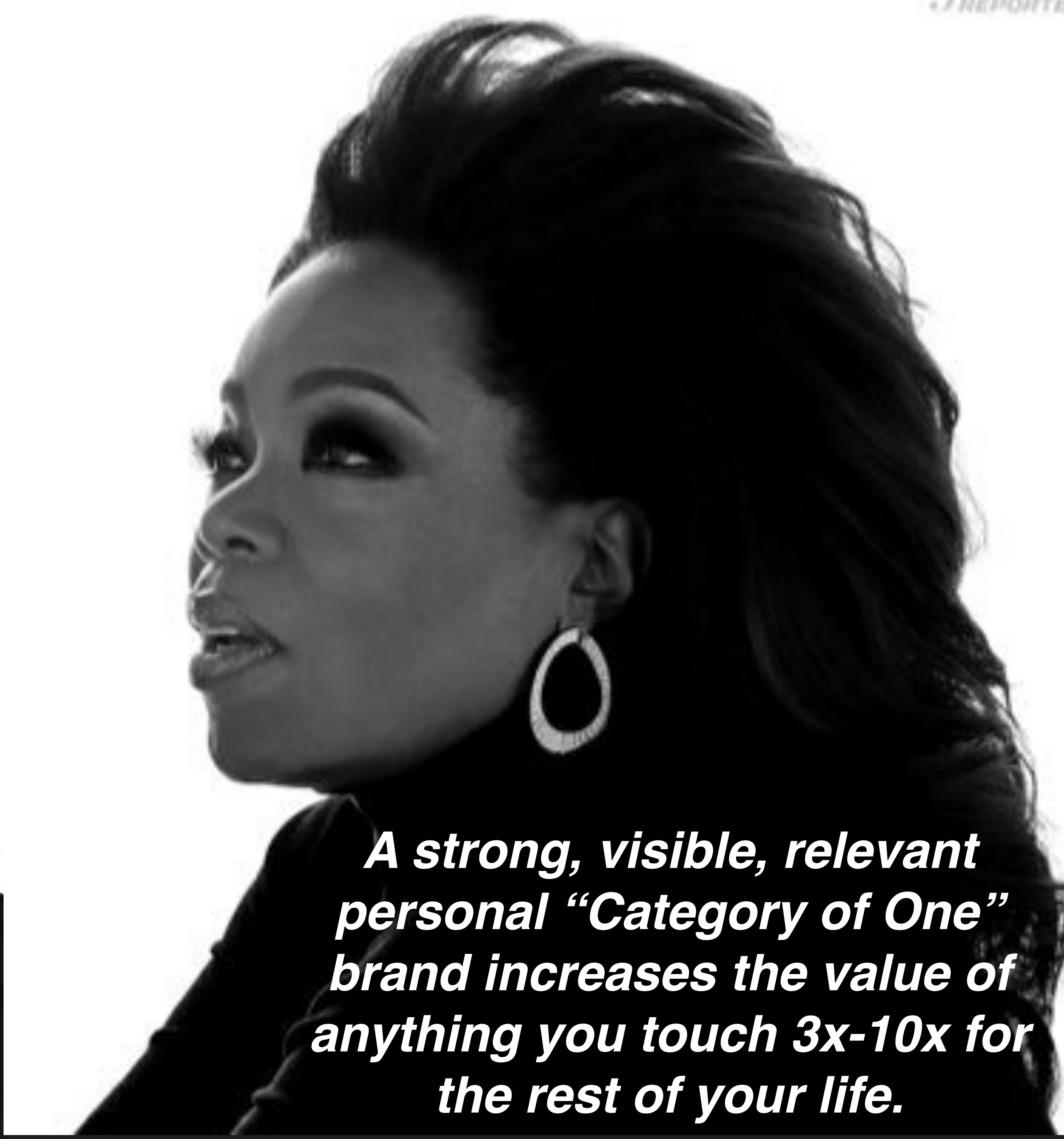
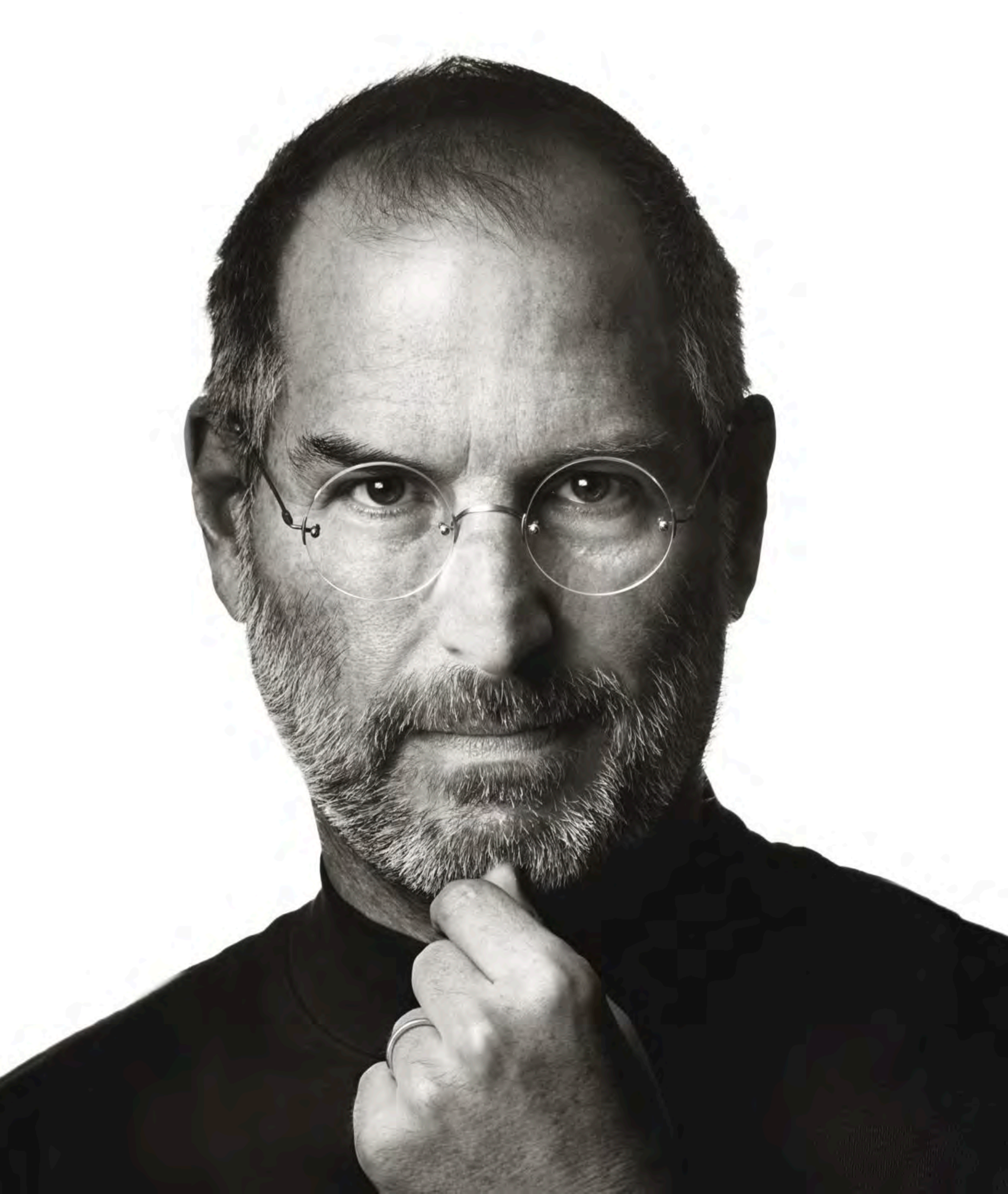


BRANSON



BUFFET





***A strong, visible, relevant
personal “Category of One”
brand increases the value of
anything you touch 3x-10x for
the rest of your life.***

FIRST PRINCIPLES

FOR ADHD
ENTREPRENEURS

Rules



99% Superpower



Category of One



Identity Upgrade



Skin in the Game



No Homework



Improv



No A-Holes



< 5% Aggravation



< 5% Antagonism



Container



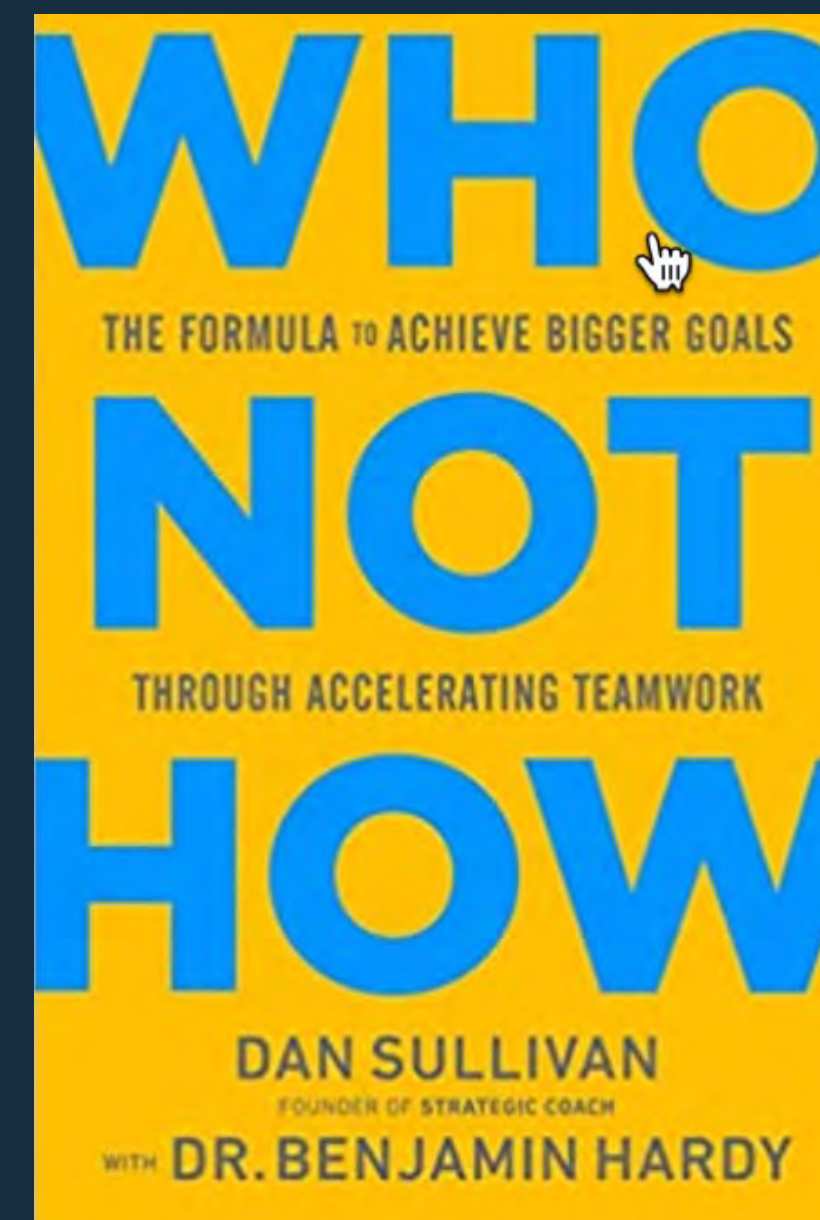
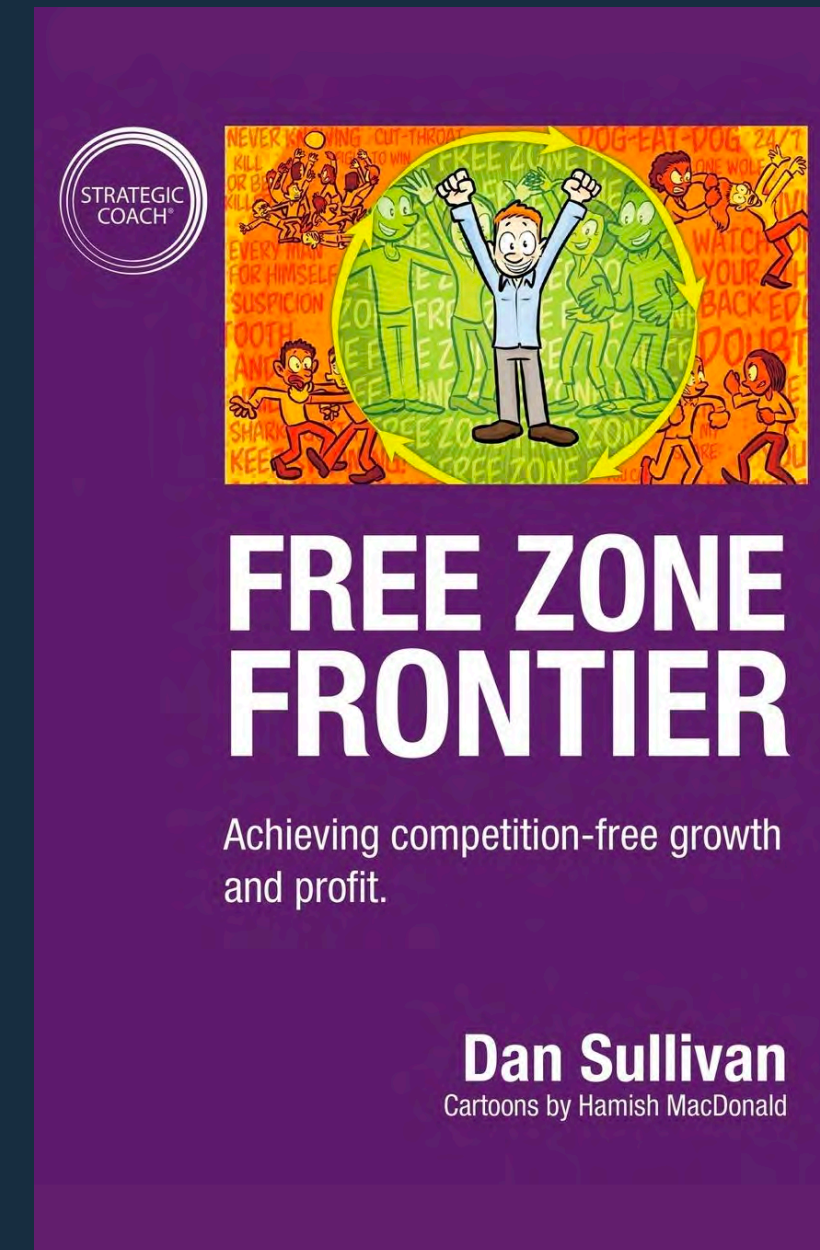
No Tail

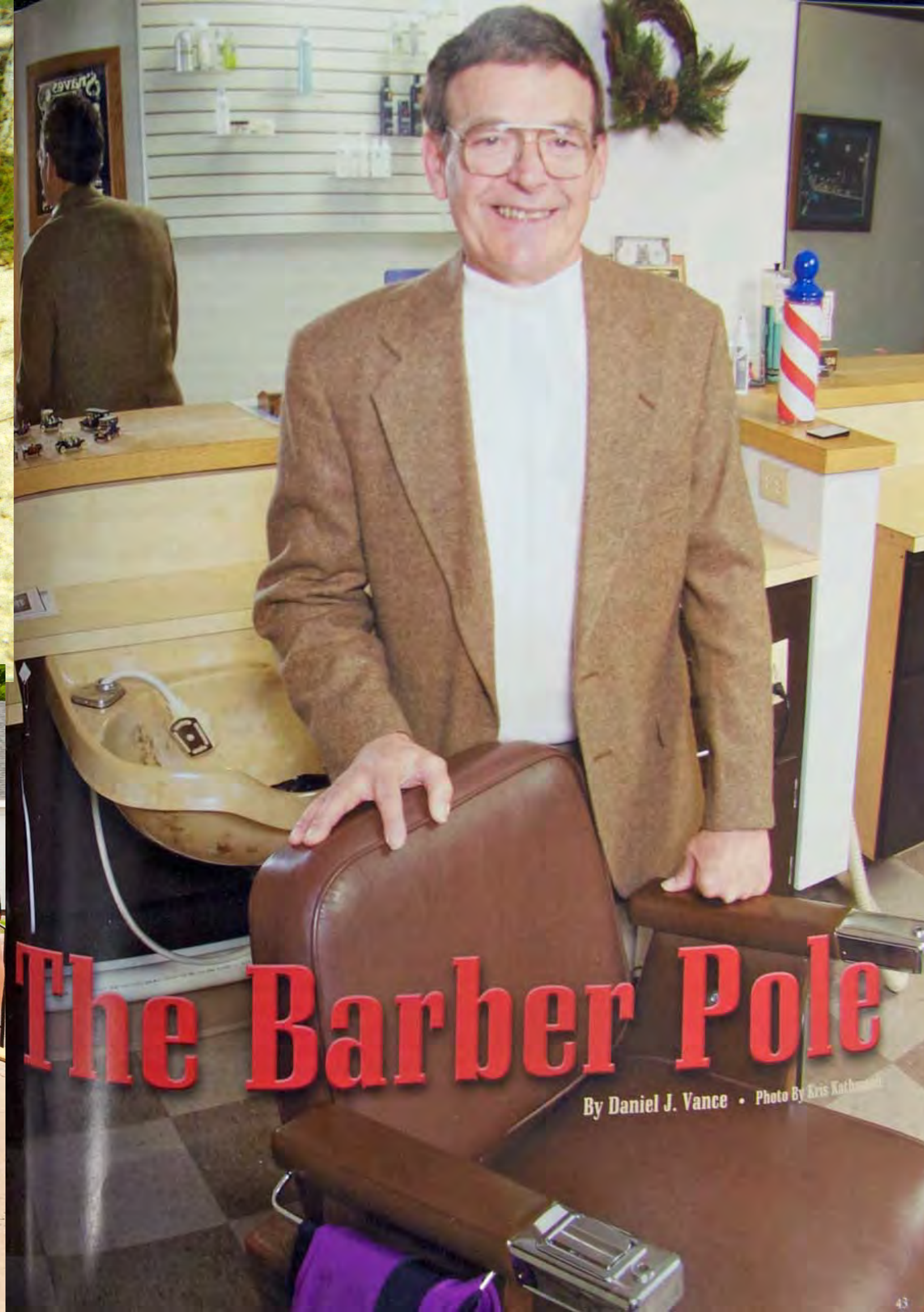


Renegotiation



“No How Pies”

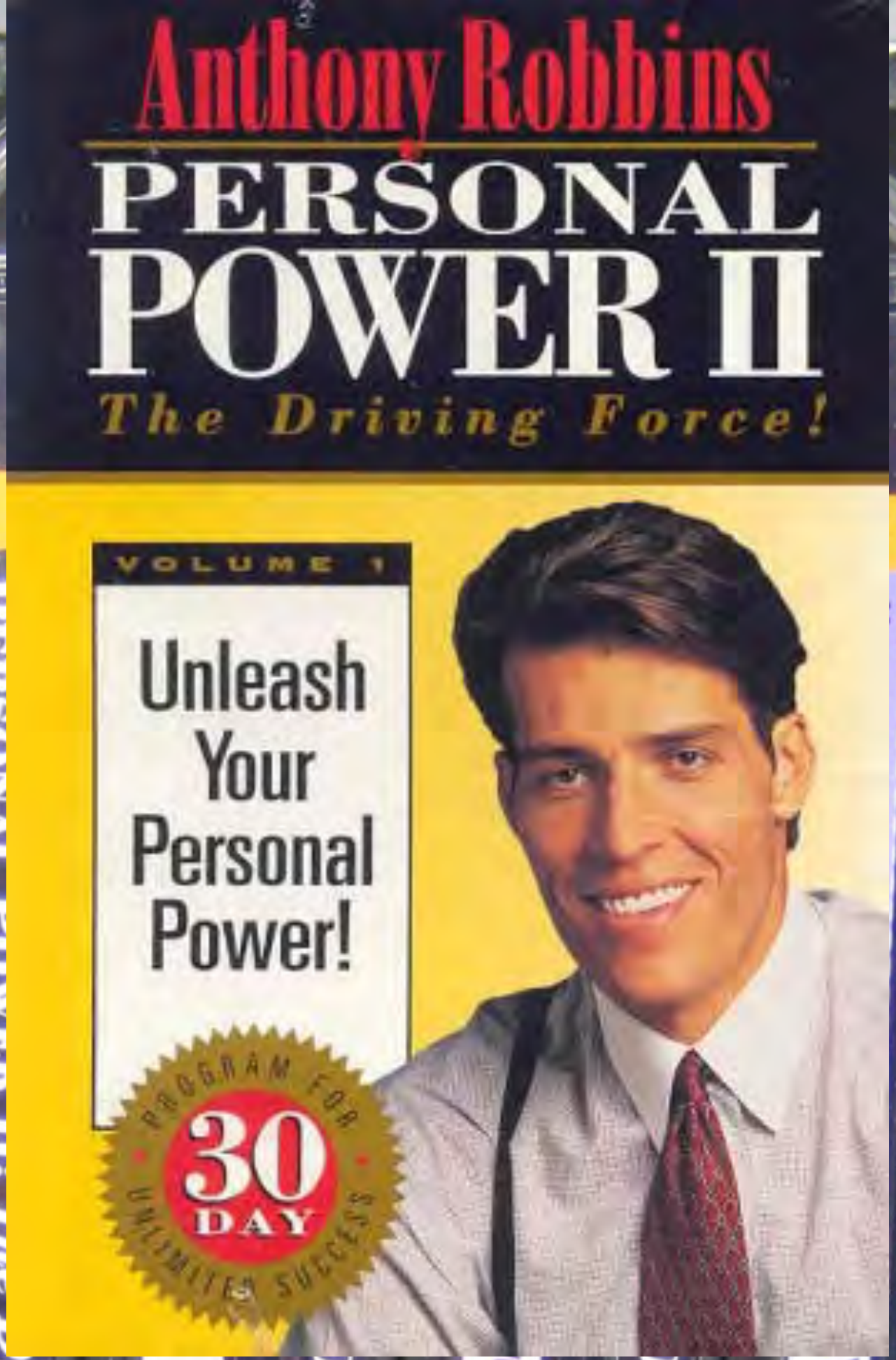
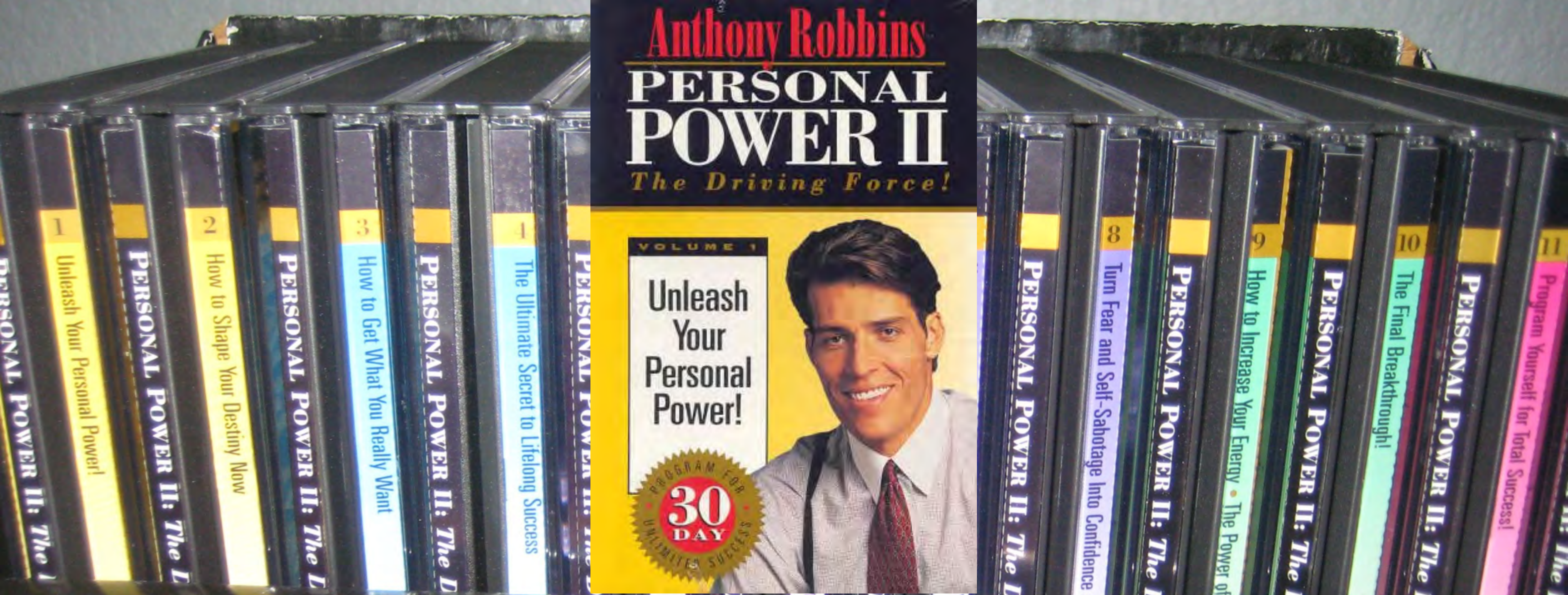




The Barber Pole

By Daniel J. Vance • Photo By Kris Kathmann





Anthony Robbins
PERSONAL POWER II
The Driving Force!







Meetings with the World's Leading Internet Marketers
An exclusive interview series by Anthony Robbins with the world's leading Internet marketing experts sharing easy-to-apply strategies for making money now.

to add more value to people's lives than anyone else is adding."
—Anthony Robbins

Anthony Robbins

THE NEW MONEY MASTERS

Giving Customers the Unbreakable Power of Trust Marketing with Authentic Service.

Push Button Money Machine:
Mike Koenigs

"How I Learned to Use Video to Turn Ideas Into Massive Traffic...and Cash"

Action Book



10 Years Ago...







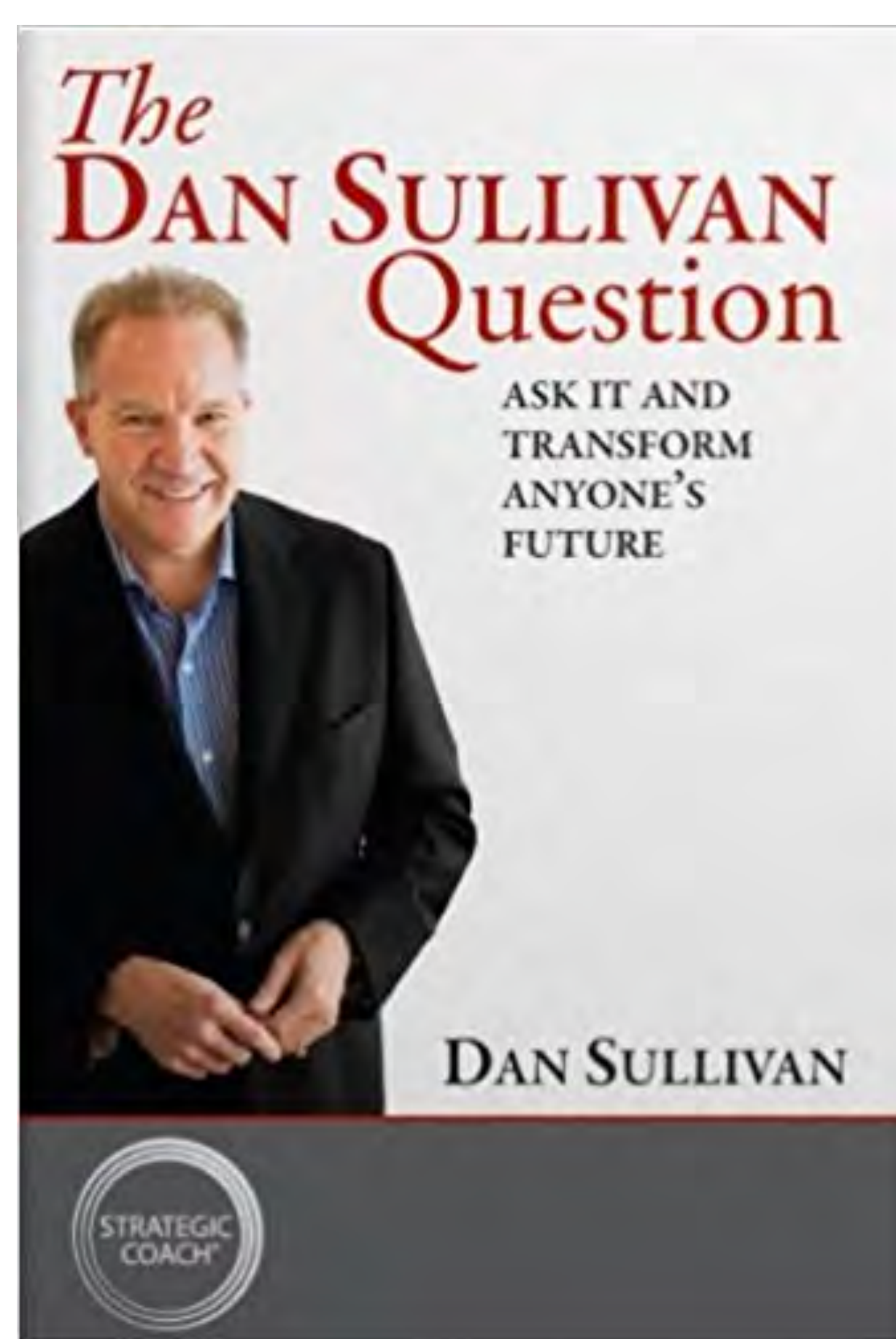
BURNOUT.



A photograph of two men in an office environment, both laughing heartily. The man on the left is older, with glasses, wearing a black sweater. The man on the right is younger, wearing a blue suit jacket over a light blue shirt. A blue banner with white text is overlaid across the middle of the image.

“DAN, WHAT SHOULD I DO NEXT?”

MK



The Dan Sullivan Question



Name: _____

Date: _____

If we were meeting here _____ from today, looking back over those _____ ,
(time frame e.g. 3 years) (time frame e.g. 3 years)
what has to have happened during that period for you to feel happy about your progress?

D.O.S.



What Did I Learn?



What's Wrong?



What We Want...





Solution?





“Create a Business You’ll Love for the Rest of Your Life.”

GET YOUR **10X MULTIPLIER BLUEPRINT**

A 7-Figure Brand, Offer & Message Building Workshop in a Box

PACKED WITH WORKSHEETS, GUIDES, TEMPLATES AND MORE!



SUCCESS



The Boston Globe

Entrepreneur

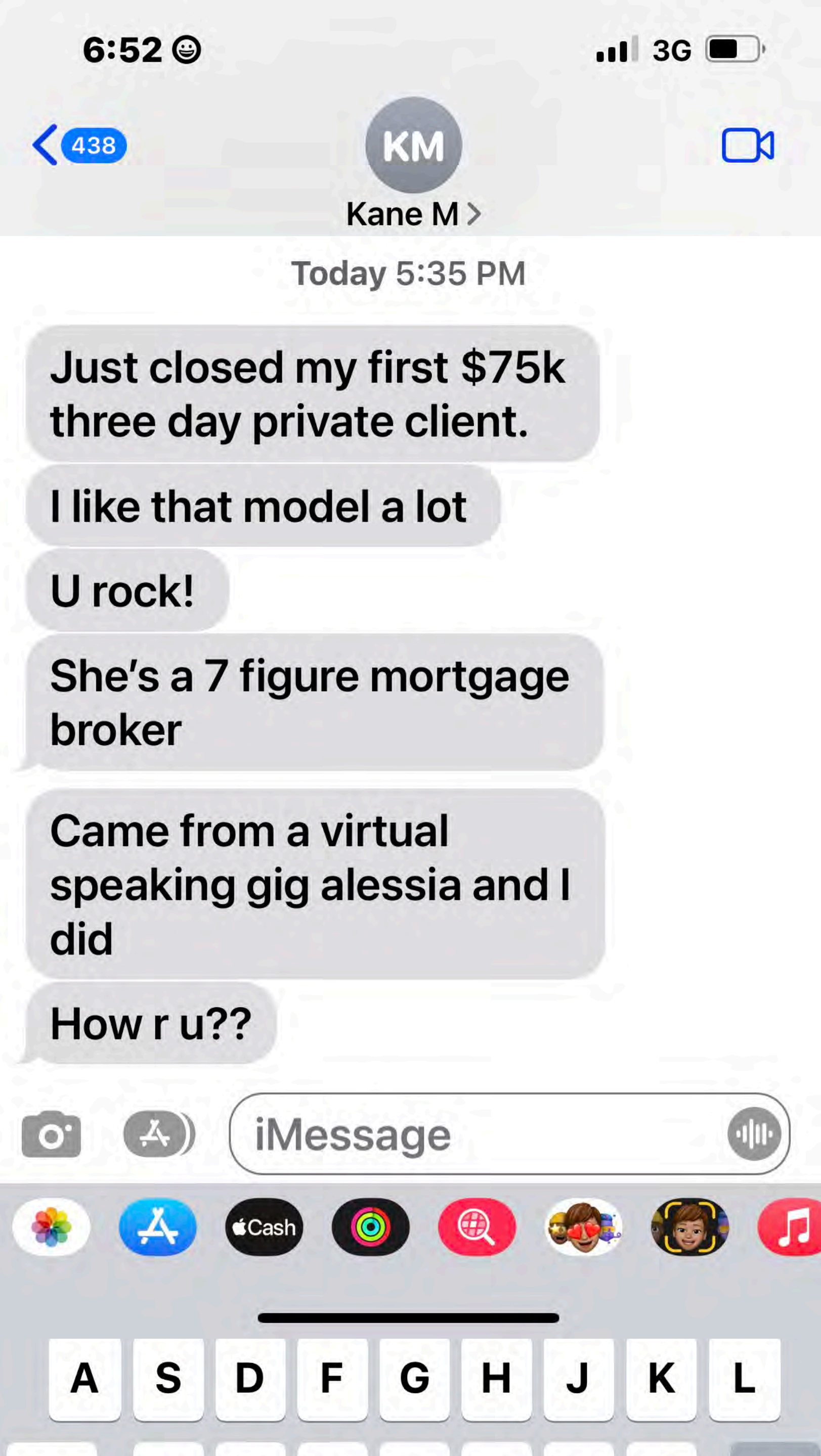


Inc. FOX

WHAT TO EXPECT

- The One-Word Offer
- “The Million Dollar+ Toolkit” Every Business Needs
- Six Growth Accelerators to Double Your Revenue this Year
- A 5-Step Sales System to Convert Prospects into Clients in 1-2 Short Conversations without a Written Proposal
- “Eel Killers” - How to Overcome Any Sales Objection in Minutes
- “Referral Parties” - How to Generate 2-10 High-Quality Leads that Convert Quickly and Require no Marketing Expense, Website, CRM or Team
- Multiple Case Studies of Clients that Grew from \$0 to \$1mm in 8 Months and Over \$5.5mm in < 2 Years with these Strategies
- Your Q&A + Role-Playing



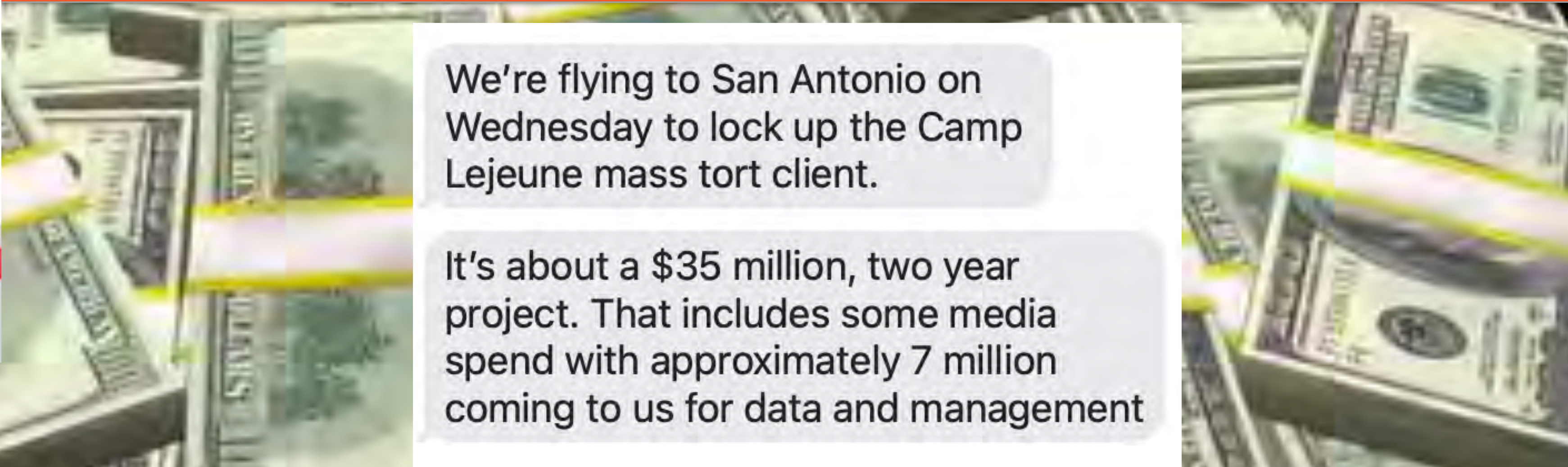


To: Regan Archibald

Mike, I gotta thank you man, I've already got a 2x ROI on my investment with you and we've barely begun!! You rock man!!

I want to get my clients with you as well.

YOUR NEXT ACT MULTIPLIER TOOLKIT

A background image showing multiple stacks of US dollar bills, including \$100 and \$50 bills, tied with yellow rubber bands.

We're flying to San Antonio on Wednesday to lock up the Camp Lejeune mass tort client.

It's about a \$35 million, two year project. That includes some media spend with approximately 7 million coming to us for data and management

Today 7:44 PM

Signed another contract today.

2022 BM (Before Mike) - average contract value \$30k. 2023 AM (After Mike) - average contract value \$122k. That's 4x in less than 4 months. And we've only just begun.

Thank you.

iMessage

Tue, Mar 7 at 6:30 PM

Just closed \$138k deal. Have a meeting tomorrow to close (hopefully) a \$153k deal. And I signed a partner for an auto dealer product that's going to be worth millions because he likes how we're going to market over my competitors. Things are heating up! 🔥

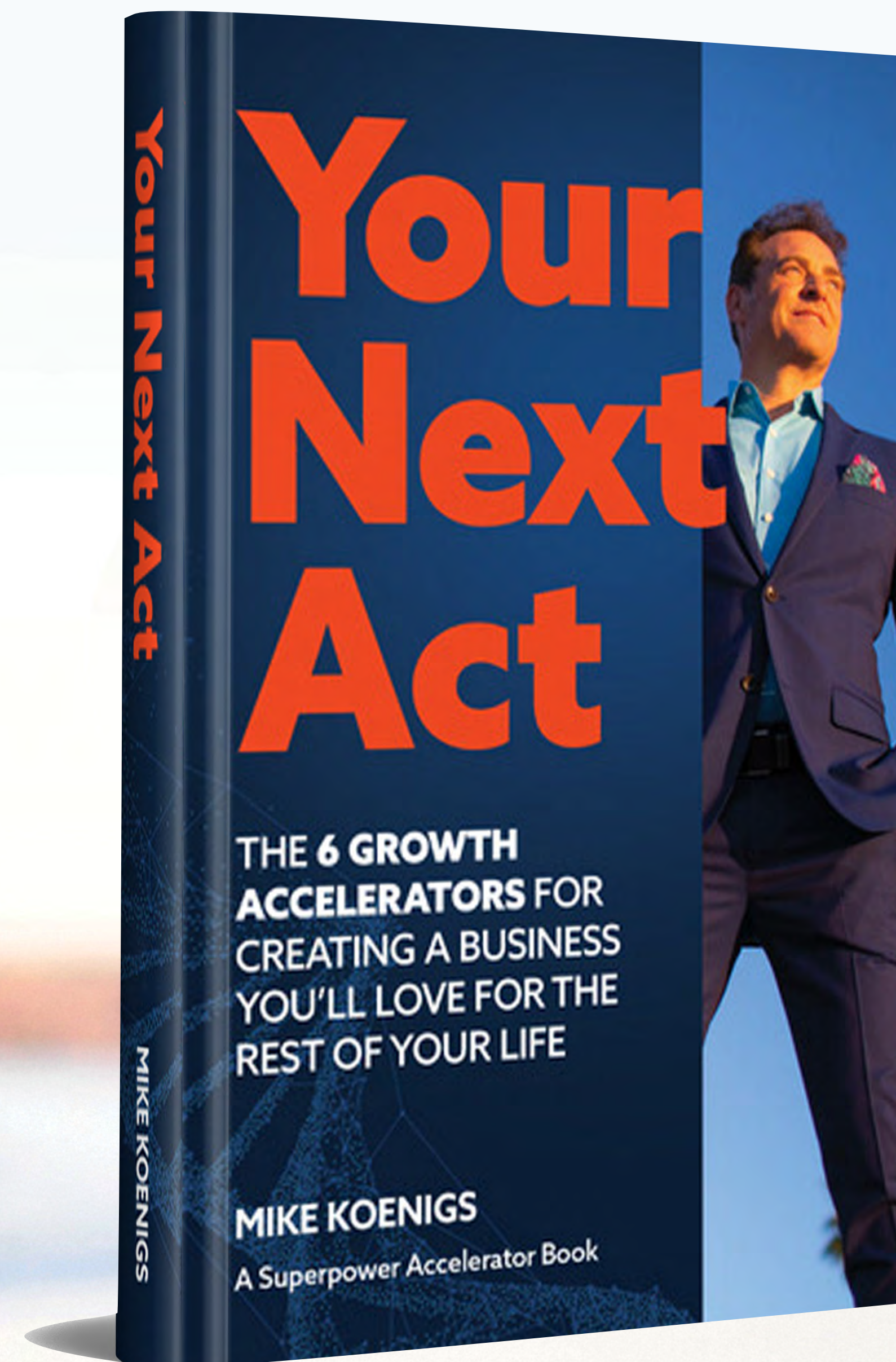
Baller! Yes!

So proud of you.



I'm reading referral party and you have a line about Justin, "He loved the identity we designed for him, but he was having trouble believing it was really his new life." It's the

iMessage



MK
MIKE KOENIGS

Entrepreneur
ELEVATOR
PITCH

SUCCESS



Entrepreneur
ASK AN EXPERT

The
Boston
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CBS
NEWS

CNN

FOX



NBC

Inc.

Entrepreneur
insider

A “CATEGORY OF ONE” BRAND

- Package - A “Category of One Brand” built on your Superpower or Zone of Genius


GROW Your Business.
Buy Money at a Discount.
10x - 100x Your Revenue.
Buy Your Company with
Someone Else's Money,
& EXIT 3 TIMES.



 **BillionDollarExits**

Leverage a Little Known System
to Increase Your Business Value,
Scale with Low Risk and Achieve
Financial Freedom Rapidly

**THE
LIFESTYLE
INVESTOR**



THE 10 COMMANDMENTS OF CASHFLOW INVESTING
FOR PASSIVE INCOME AND FINANCIAL FREEDOM

JUSTIN DONALD

 **SMB**
SELL MY BUSINESS

Shark Tank meets Dragons' Den for Franchisors


Find out what you're worth,
reposition, repackage, boost your bottom line
and get in front of buyers in just 3 days.



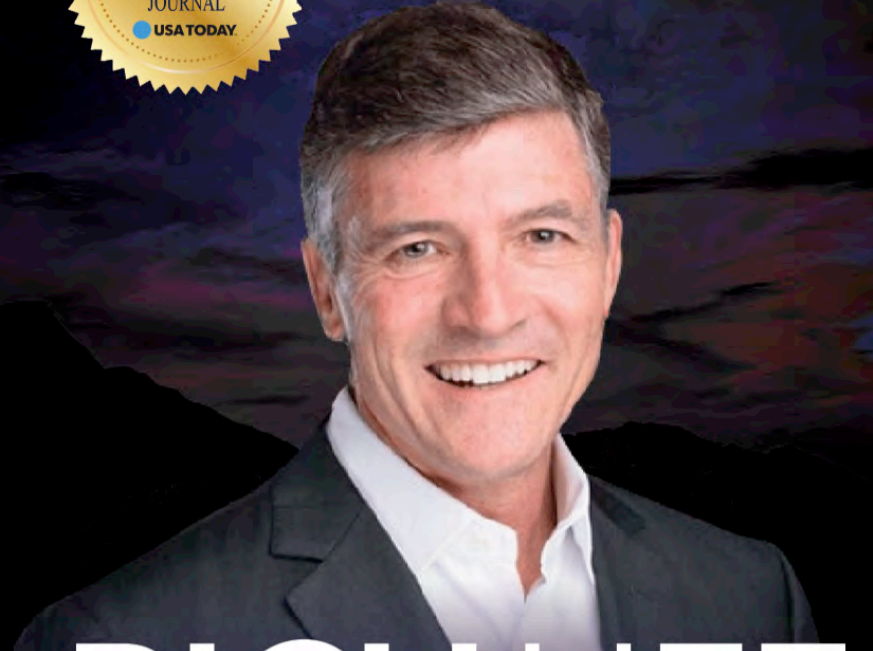
CHUCK BOYCE'S
AGGREGATE
We make your data work for you.

Intent-Based Marketing
How to Read the Minds of Your Prospects to
Beat & Hijack Your Competitors' Business

Entrepreneur abc FAST COMPANY CBS INFLUENCIVE CNN FOX NBC Inc.

 **BEST SELLER**
#1 WALL STREET JOURNAL
USA TODAY

"Tom Burns is the example for
manifesting a rich life the right way."
-Robert Kiyosaki



RICH.LIFE
PEOPLE, DEALS AND ADVENTURES

A SIMPLE SYSTEM TO CREATE UNLIMITED LEVERAGE
AND LIVE A LIFE OF ABUNDANCE, PURPOSE AND PASSION

TOM BURNS

OFFER + SALES PITCH & DECK

- “Category of One Brand”
- Package: Offer + Sales Pitch



HeartWorks

Fixing Broken Hearts
to Prevent Broken Hearts

Tim Nelson, MD, PhD



Entrepreneur abc FST@MPANY CBS INFLUENCIVE CNN FOX NBC Inc.



THE LTV METHOD >>>

The 8 Systems the Top 1% of Coaches Use to Get High-Ticket Clients to Pay, Play Full-Out, and Stay FOR YEARS...

...So That They Get Incredible Results and They Tell Everyone About You.

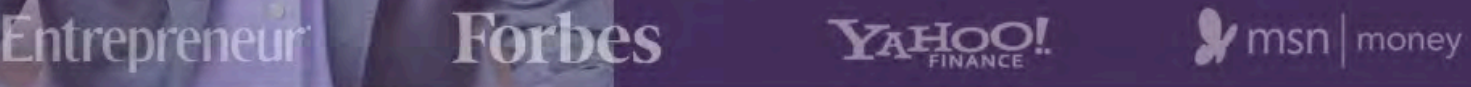
AS SEEN ON: **Inc. 5000** **B BUSINESS ROCKSTARS** **TRAINERIZE** **INFLUENCIVE**



RICH.LIFE

People, Deals and Adventures

A simple system to create **unlimited leverage** and live a life of **abundance, purpose and passion**



JUSTIN DONALD
THE LIFESTYLE INVESTOR

"Justin Donald Is the Investment World's New Warren Buffett"
Entrepreneur



THE 10 COMMANDMENTS OF CASH FLOW INVESTING FOR PASSIVE INCOME AND FINANCIAL FREEDOM



YAHOO! FINANCE Entrepreneur msn money Forbes

EVERY ONCE IN A WHILE SOMETHING REVOLUTIONARY COMES ALONG THAT CHANGES THE WORLD

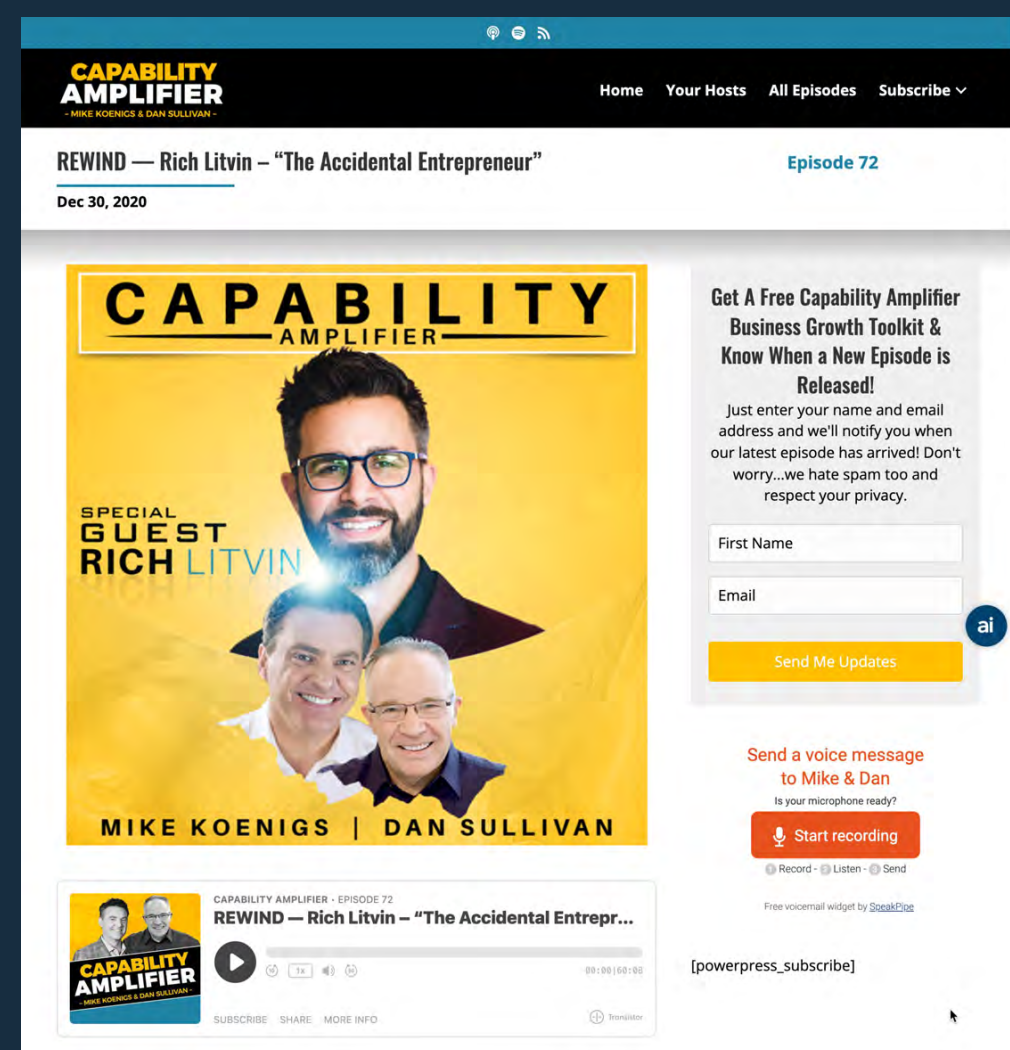


nebula
Your place in space



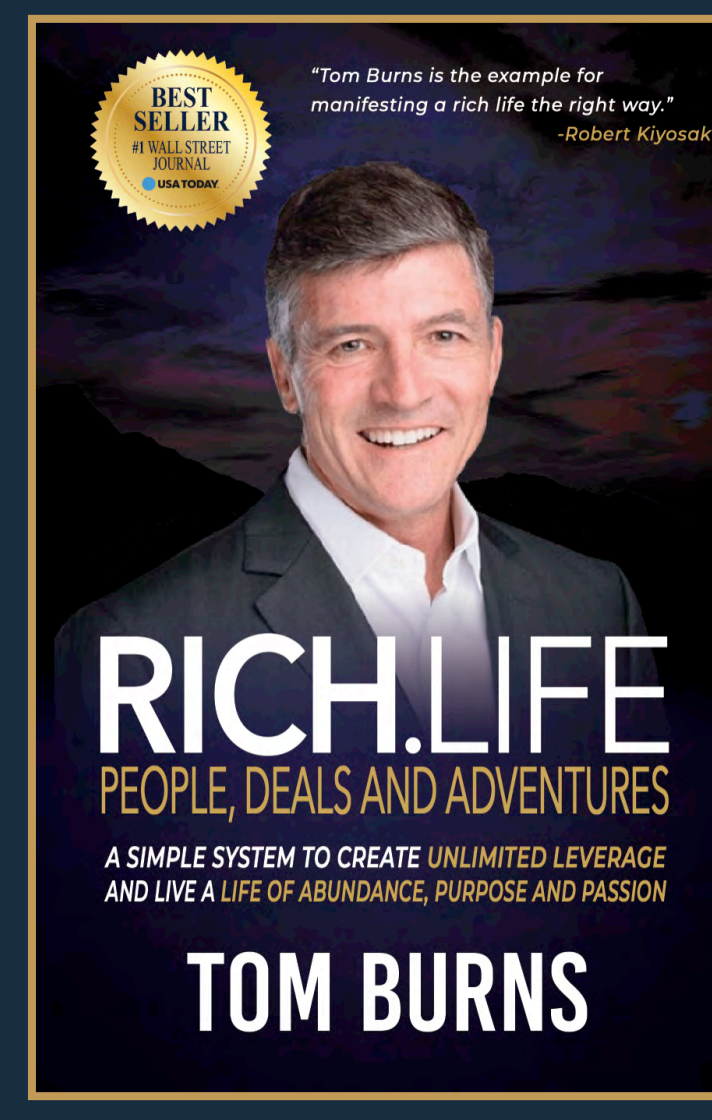
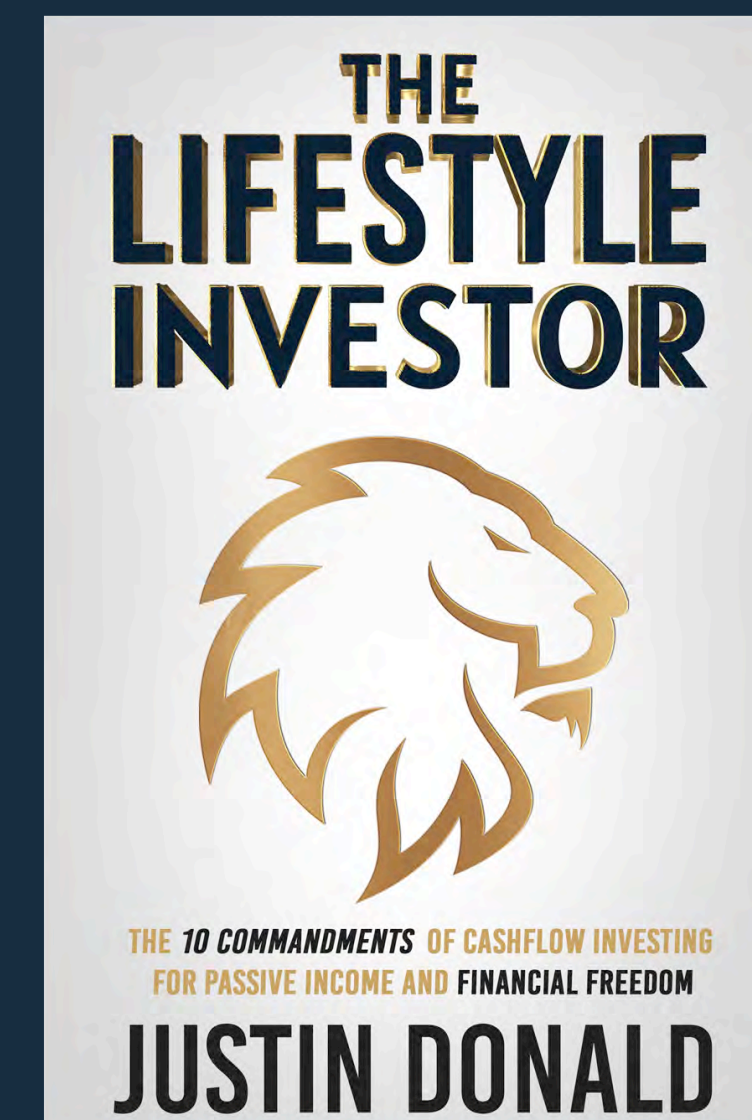
POSITIONING AND CREDIBILITY BOOSTERS

- A “Category of One Brand”
- Offer + Sales Pitch
- Position: Credibility Boosters



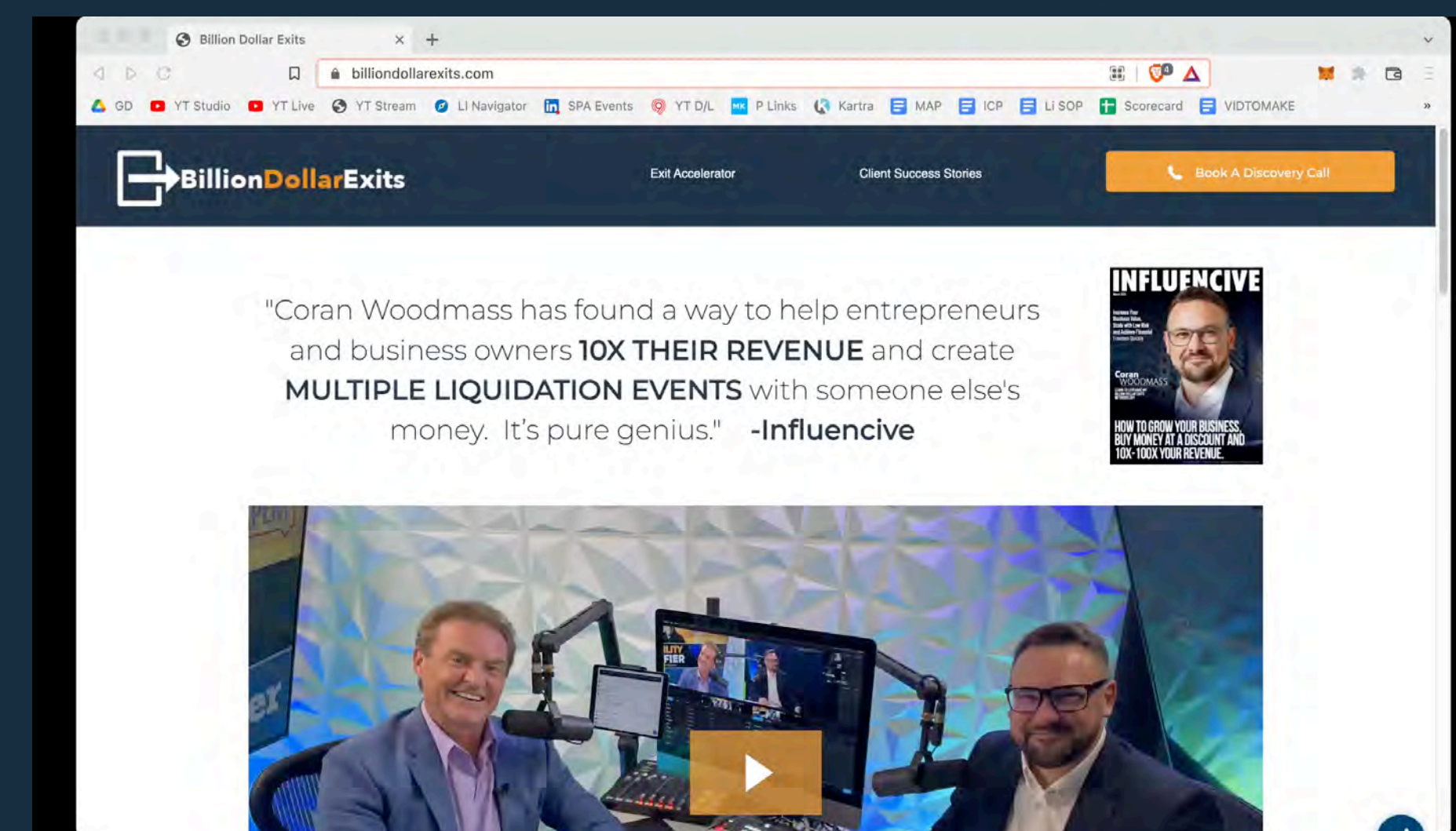
MEDIA - ARTICLES, CONTENT, SEO

- Package - “Category of One Brand”
- Offer + Sales Pitch
- Position - Credibility Boosters
- Thought Leadership - Articles and Content



WEB SITE, LEAD GEN, COLLATERAL

- A “Category of One Brand”
- Offer + Sales Pitch
- Credibility Boosters
- Articles and Content
- **Lead Generation + Collateral**



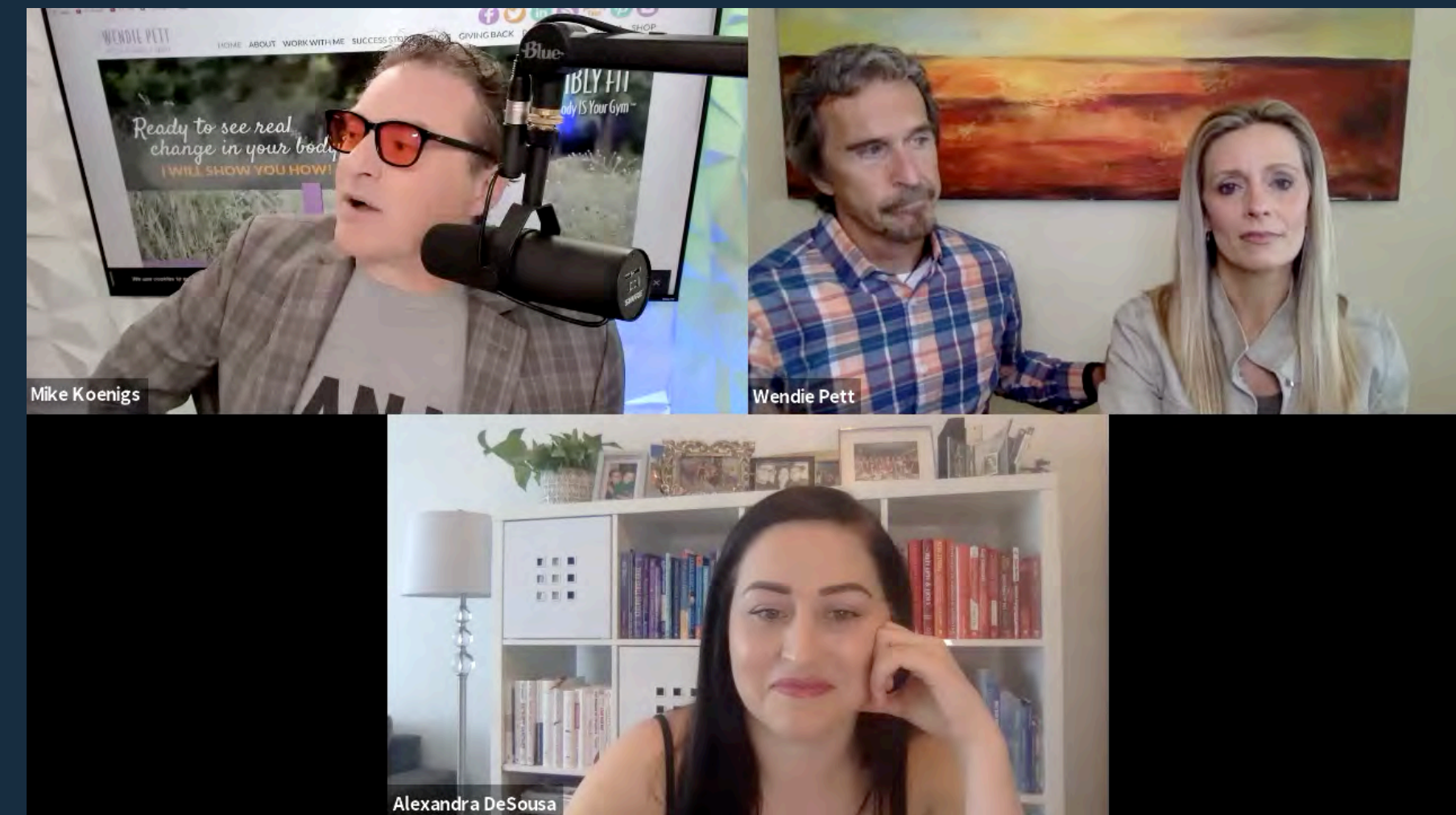
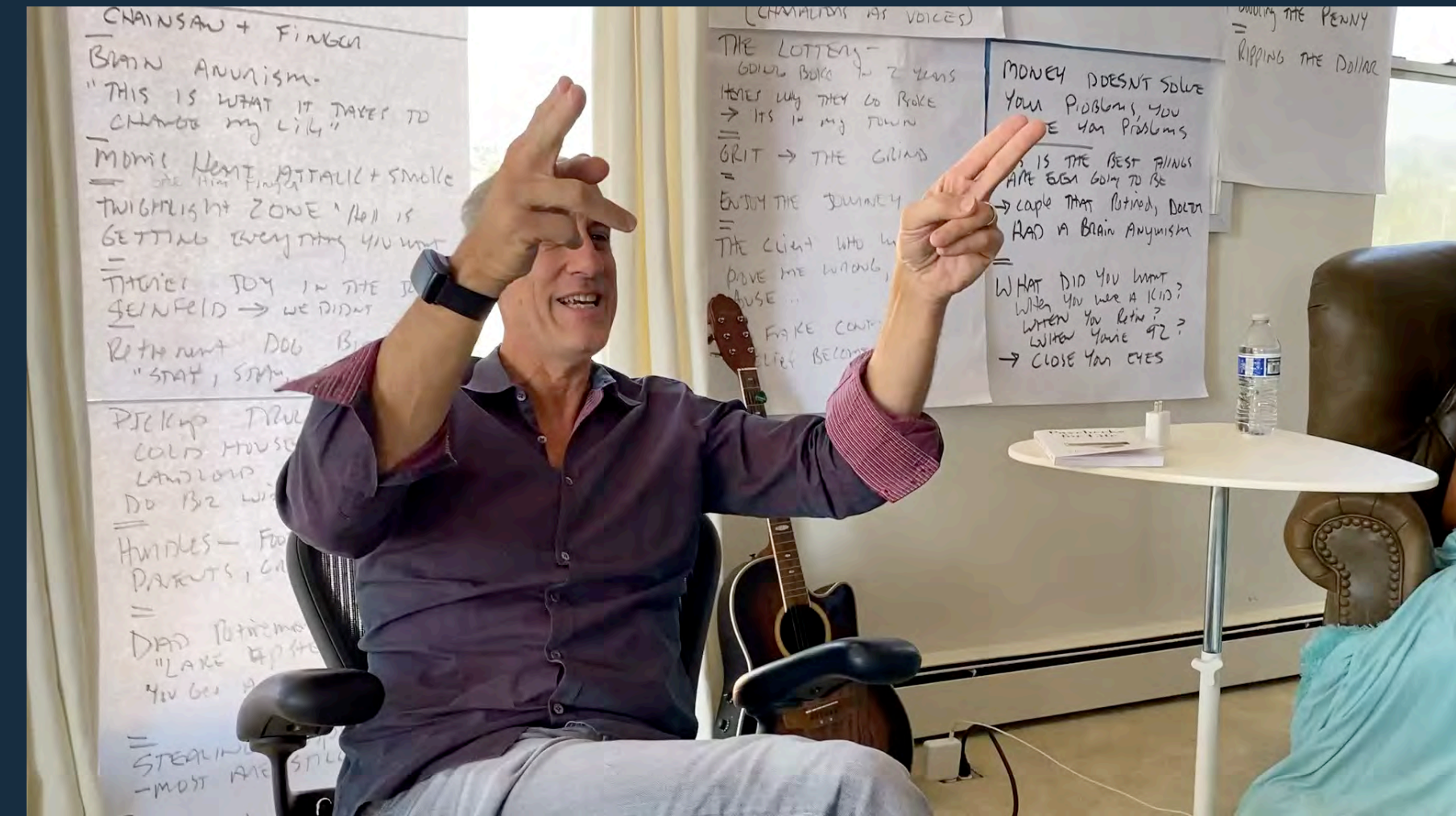
LEADS, MARKET, SALES SYSTEM

- A “Category of One Brand”
- Offer + Sales Pitch
- Credibility Boosters
- Articles and Content
- Lead Generation + Collateral
- Sales System + Market



HIGH-NET, LOW OVERHEAD DELIVERY

- A “Category of One Brand”
- Offer + Sales Pitch
- Credibility Boosters
- Articles and Content
- Lead Generation + Collateral
- Sales System + Market
- A Business Model + Delivery

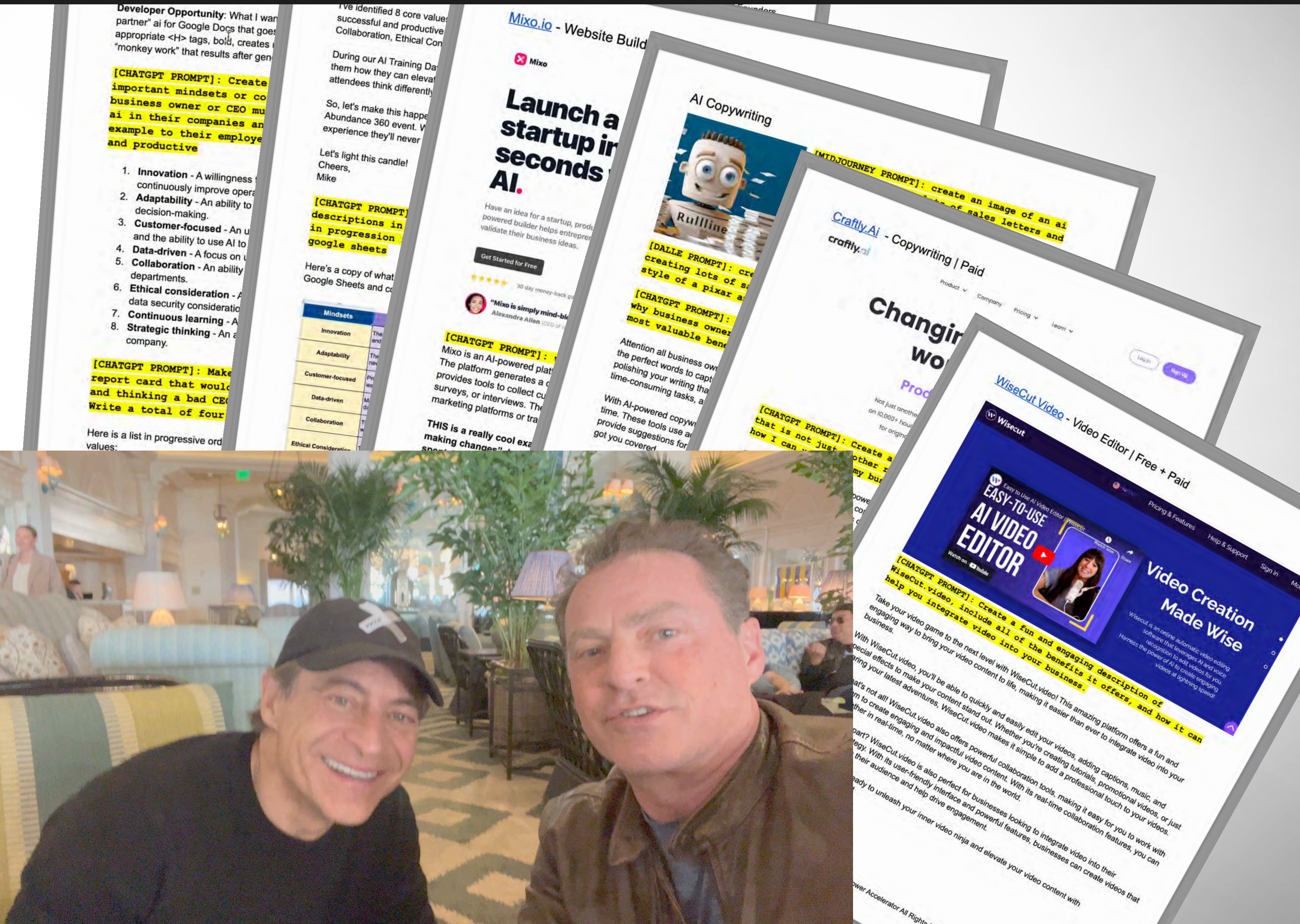
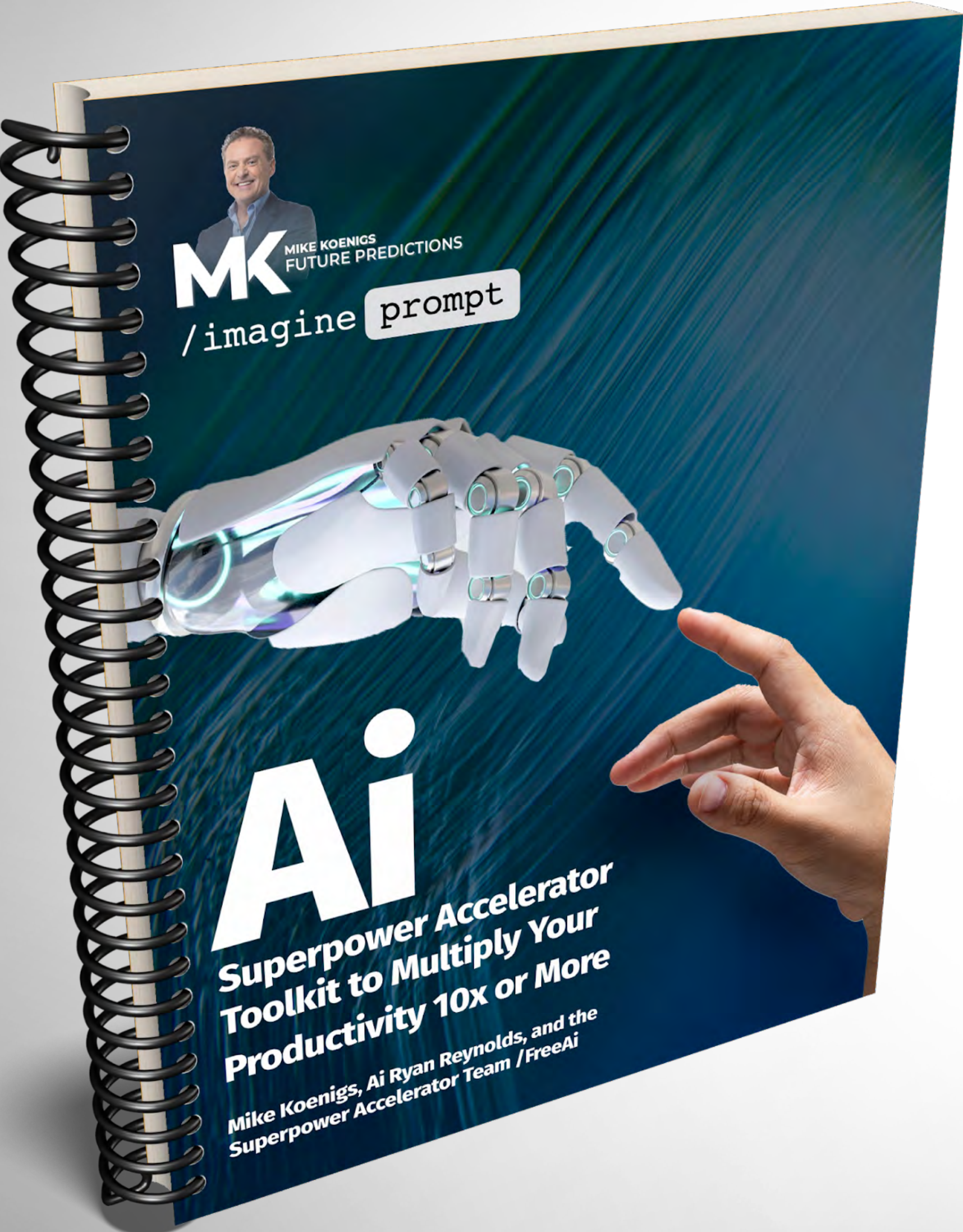


REFERRALS, CONTACTS, CONNECTIONS

- A “Category of One Brand”
- Offer + Sales Pitch
- Credibility Boosters
- Articles and Content
- Lead Generation + Collateral
- Sales System + Market
- A Business Model + Delivery
- Referrals, Connections & WHOs



Executive Ai Curriculum & Manual



THE SECRET TO ADDING 10X VALUE...

“Most companies have great ‘steak’ and not enough sizzle. Sizzle can increase the value of a BUSINESS by 2x-3x to a buyer and 3x-10x the value of an offer.

Dollar for dollar, adding sizzle is THE highest ROI investment you can make that delivers in the shortest time.”



Joey Osborne, SellMyBusiness 

**Simpler and
Fewer Doesn't
Mean Less.**



The System



The 6 M's

Mindset

Non-Negotiable Personal
and Brand Values

Market

WHO Do You Want
to Be a Hero To?

Model

Your Brand Promise
Your Offer
How You Make \$

Message

The Transformation

Media

Marketing Channels

Multiplier

Strategies + Tactics



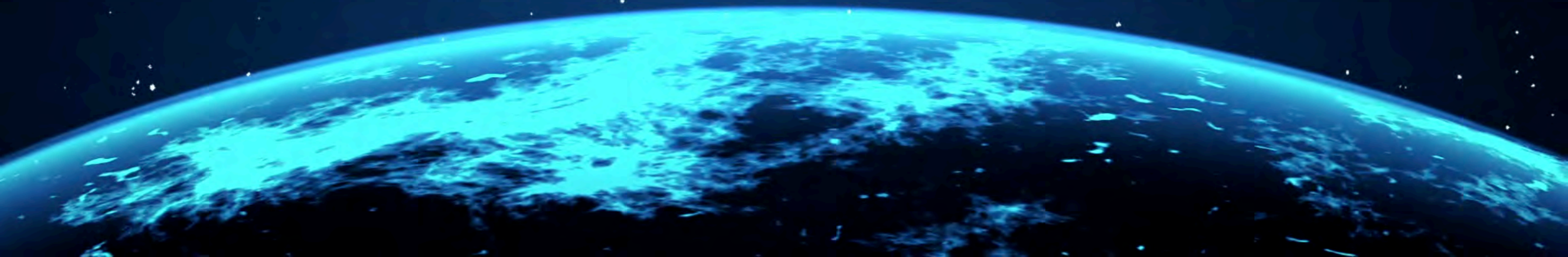
MINDSET

Non-Negotiable Brand Values

Mindset	[1] [2] [3]	[4] [5] [6]	[7] [8] [9]	[10] [11] [12]
Transformations, Not Transactions	I can't imagine a life 10x bigger than the one I'm living right now. I'm regularly afraid of not having enough, running out of resources, and not being enough. In my business, it's been hard to generate referrals, testimonials and repeat customers.	I'd rather maintain and protect my current lifestyle without worrying about "more." My current business is doing ok, and I don't see a reason to expand my professional focus. I'm not sure why I don't get repeat customers and my team isn't there to support me like they should.	I've been ambitious in the past and accomplished big goals. I know there's even more to do. The world is filled with opportunity, and it's my time to create more abundance and impact, personally and professionally.	My business and I play the "long game". Our products and services deliver a transformation to our customers. I believe the world is a totally abundant place and I feel a strong CALLING to create great wealth, abundance, health, and impact for myself and those around me. I know my time to make a mark is NOW.
Constantly Evolving	I don't really need to learn anything more than I've already learned. Books, masterminds and group experiences are a waste of time, money and energy. I stay up to date with current events by watching the news and scrolling social media. Life isn't perfect, but that's just how it is.	I regularly invest in my personal and professional growth. I belong to a few professional groups and value being part of a community of successful peers.	I'm constantly growing, reinventing myself, and shedding limiting beliefs and behaviors that hold me back. I believe I haven't yet experienced the peak of my achievement. My best days are ahead.	I focus on surrounding myself with high-frequency people and mentors, while staying in a state of gratitude, creativity, collaboration, love, and ambition. I ruthlessly weed out low-frequency, polarizing and negative people so that I can make room to evolve.
Collaboration & Relationships	I rarely take action unless I'm forced to. I always feel like I'm late, doing it alone, or being left behind. I have a hard time delegating or working as part of a team.	I'm frustrated because I can't take advantage of as many opportunities as I'd like, and my results fall short of my expectations. I've been disappointed by partnerships and vendors in the past, and have a hard time trusting someone else's decisions about my business model or branding.	I'm an action taker, but need the right team around me to stay on target, move quickly, and take advantage of opportunities. I just wish I had better access to WHOs who can solve my HOWs.	1+1=11!! I love teaming up with great WHOs in an evolved partnership, and continually look for collaboration paths. I have a track record for adapting and responding to market changes with agility, humility, and good ideas that get results.
Mastery of Self	The biggest failures and most unpleasant experiences in my life were someone else's fault. The world and other people seem to conspire against me. I just can't win.	I feel it's unfair that others are more successful than me. If I only had the chance, or the opportunities they got, I could be as successful as they are too.	I believe I'm responsible for my life and business, but sometimes "bad luck" happens and there's little I can do about it.	Time is my most valuable resource. I protect it. I'll invest in mentors, advisors, coaches and systems to save it. I take responsibility for everything that happens in my life and business. When things don't go as planned, it's my job to find a way.

MARKET

WHO DO YOU WANT
TO BE A HERO TO?



OUR “PERFECT WHO” to be a HERO TO

- Visionary Entrepreneurs - Owner, Founder, CEO, Partner (Check-Writer, Decision-Maker)
 - B2B Business > \$2mm-\$150mm+ in Sales, > \$5,000 Offers
 - OR Recent Exit, Want to Exit and Reinvent and Create Their “Next Act”
- “Cash Confident” - You Have More Money than Time
- Proven Successes, Transformations, Testimonials and Social Proof
- A History of Being Coachable / Coached
- “Belongers of”(YPO, EO, Vistage, Strategic Coach, Genius Network, Abundance 360, Tony Robbins, Darren Hardy, Brian Tracy, Simon Sinek)
- “I Have a Message, Want to be a TRUSTED AUTHORITY”
- You Know Relevance and a Strong Personal / B2C Brand BOOSTS Value + Pricing
- Speak, WANT TO or Have Written Books, TED/TEDx Talk, Have a Podcast
- Willing to BLOW UP ROCKETS! Experiment, Iterate and Test to Find Breakthroughs
- **KOLBE Quick Start 8-10 (not fact-finders)**



MODEL

What is Your OFFER?

How do You Make Money?

What do you sell?



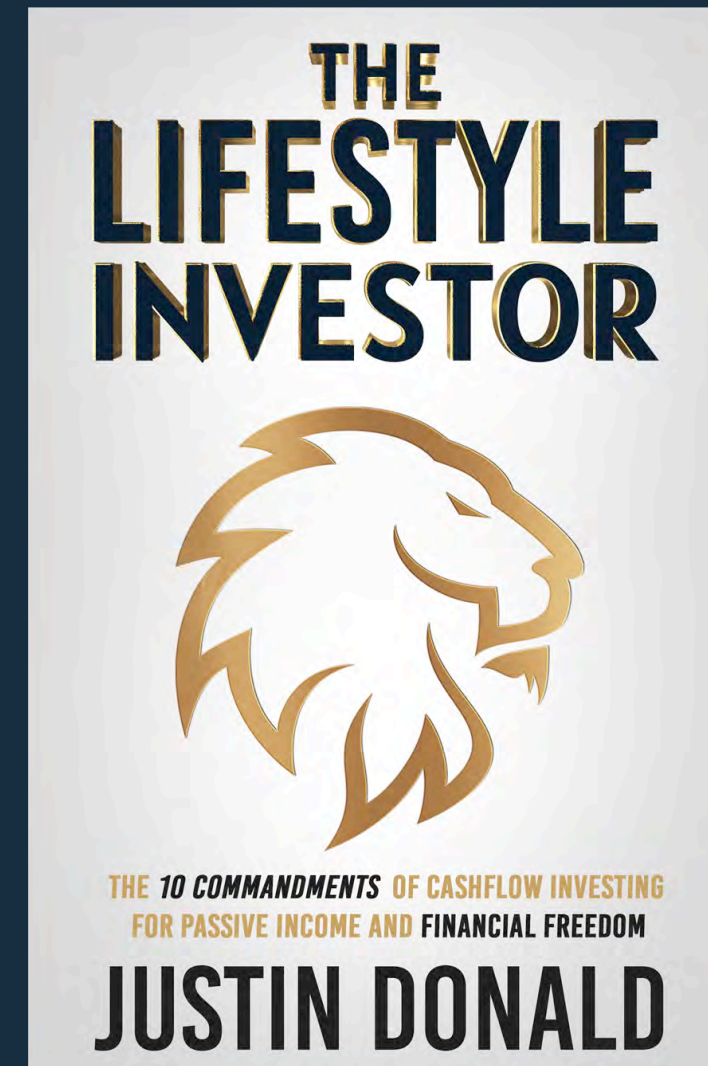
A Better Life

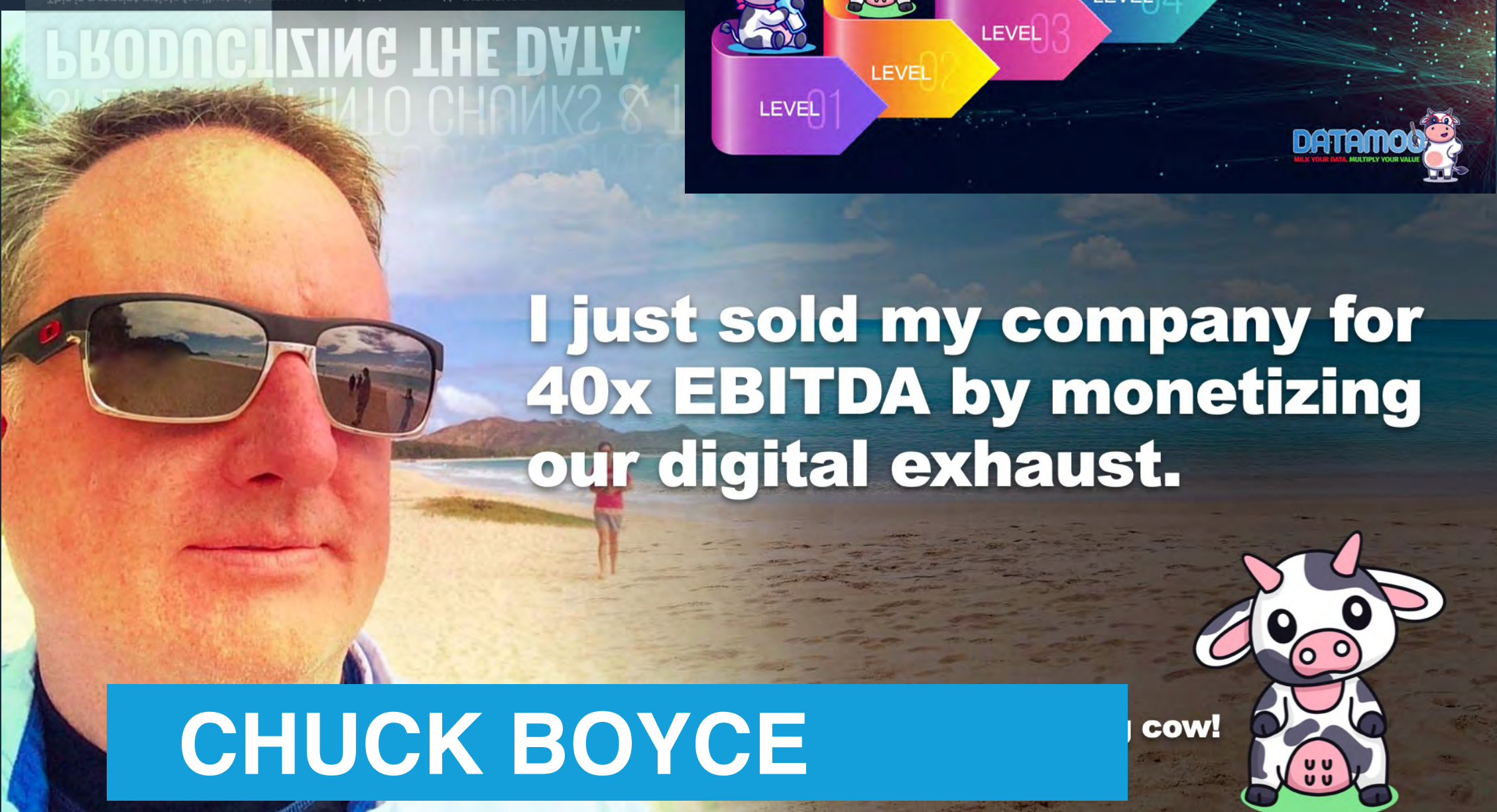


JUSTIN DONALD

CATEGORY OF ONE BRAND: **THE LIFESTYLE INVESTOR**

- Book, #1 WSJ + USA Today Bestseller
- 150 @ \$50k Mastermind
- \$250k Mentor / Coach
- \$1mm+ in 8 Mo.
- \$5.5mm in < 20 Mo.
- \$7.5 in 2022
- 10x Increase in Net Worth





MULTIPLY YOUR COMPANY VALUE “**MONETIZE DIGITAL EXHAUST**”

- New Brand, “Aggregate”
- \$35mm deal in 2 weeks
- \$100mm Run Rate < 1 Year

We're flying to San Antonio on Wednesday to lock up the Camp Lejeune mass tort client.

It's about a \$35 million, two year project. That includes some media spend with approximately 7 million coming to us for data and management



CONNIE WITTICH

CATEGORY OF ONE BRAND: "THE ART OF LIVING YOUNG"

- Repositioned her from "Interior Designer" to THE Authority in "Elder Living Design"
- \$1.5mm to +\$6mm in < 90 days
- Accessing New Customers
- No Longer takes "Back Seat" to Architects and Builders



FINANCIAL ADVISOR TO ENTERTAINER: **ONE MAN COMEDY SHOW**

- BEFORE: 401k Coach
- AFTER: Yield of Dreams
- Only “One Man Show” by a Financial Advisor in the World
- 2 Performances Generated \$1.2mm 12 Months Rev in 60 Days
- Next 3 Generated \$2.2mm
- 30 City Tour Planned for 2023
- Currently Pitching a Reality Show in Hollywood
- Sold his Business for 8 Figures

Entrepreneur

THE 500 FRANCHISE
SEE THE LIST

Learn about how we're
responding to COVID-19.
verizon

Learn more >

PODCASTS

Making Money Funny With Charlie Epstein's 'Yield of Dreams' One-Man Show



CHARLIE EPSTEIN



EXIT TO ADVISOR: HELPING FOUNDERS SELL THEIR BUSINESSES

- Joey sold his franchise company to Private Equity
- \$100k Workshop
- \$5k-\$10k Ongoing Advisory
- + % of Baseline Profit
- + Equity
- PE Firm Pays for Intros
- PE Pays % of Deal



JOEY OSBORNE

“Joey Osborne is Shark Tank matchmaking for founders and Private Equity. If you want to sell your business, Joey is your guy.”

– INFLUENCIVE



MESSAGE

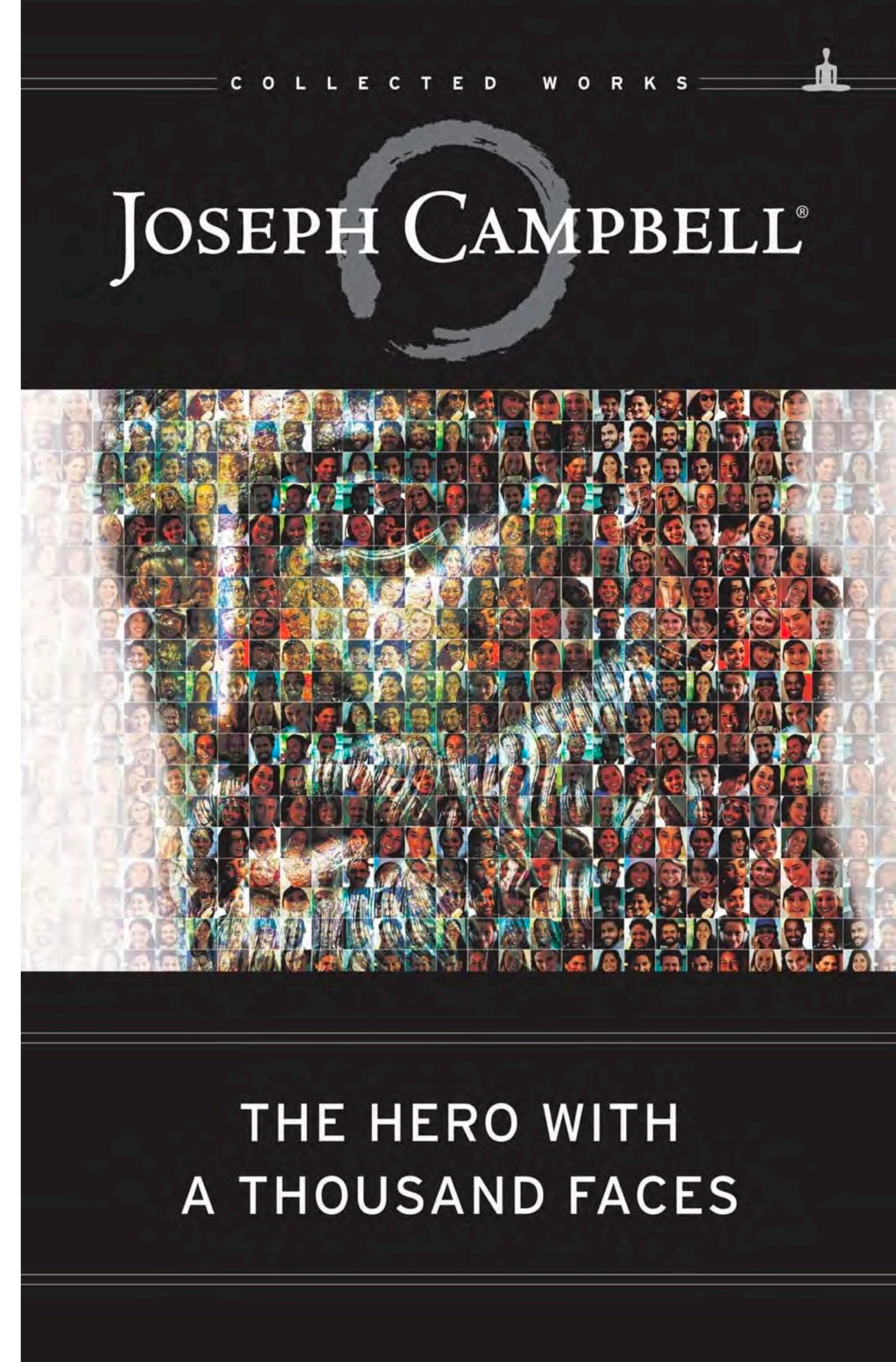
REACH YOUR AUDIENCE

SELL THE TRANSFORMATION

SHARE YOUR STORY

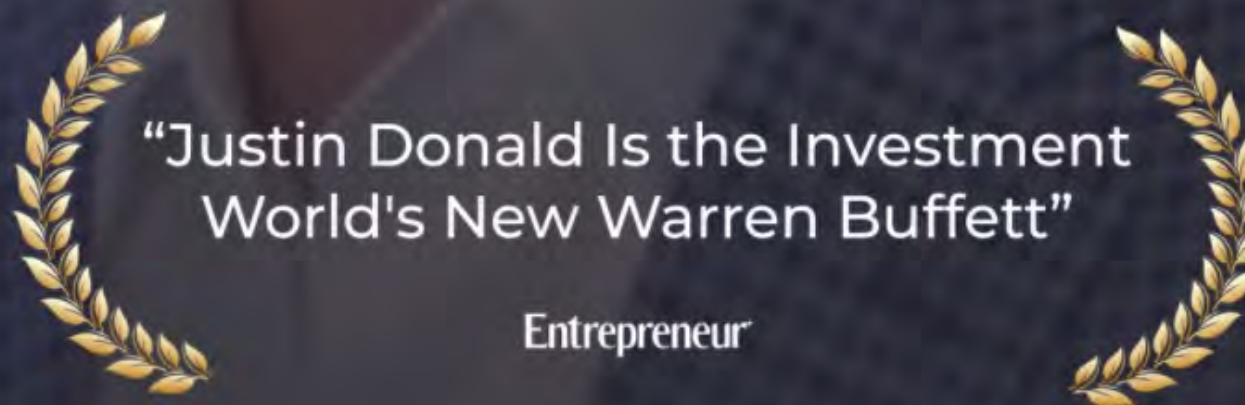
“Once upon a time there was someone just like you ...who tried and failed to get results.

You met a guide who gave you insights, shortcuts, capabilities and resources to slay the dragon, rescue the princess (get the prince) / find the Holy Grail and live happily ever after.”





You absolutely can enjoy the fulfilling lifestyle you desire by building wealth without creating a job.



FINANCE

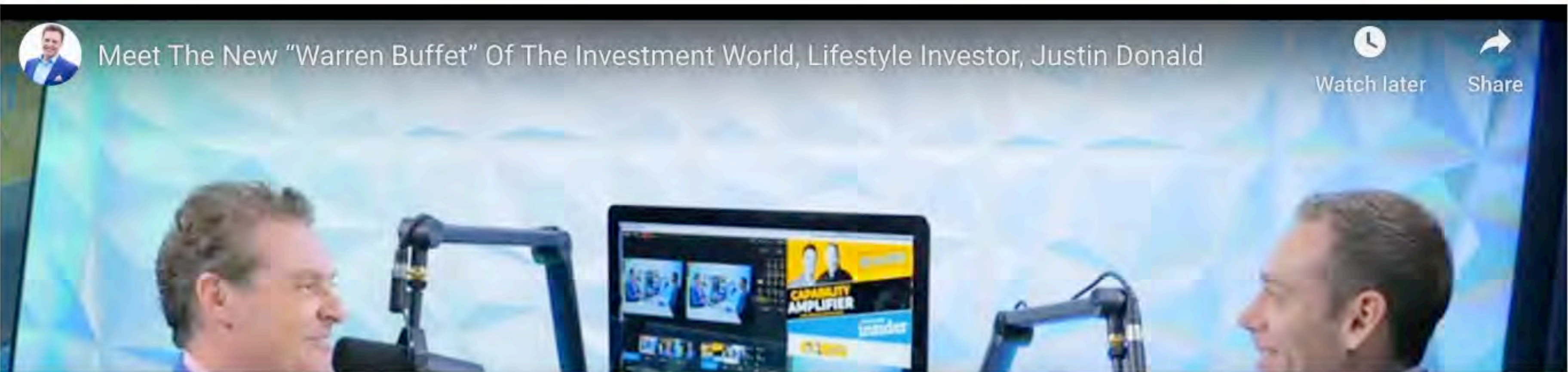
Justin Donald Is the Investment World's New Warren Buffett

10 business commandments from lifestyle investor Justin Donald.



Add to Queue

NEXT ARTICLE



FINANCE

4 Ways Besides Payment Processing Bitcoin Can Help Your Business Grow

FINANCE

8 Tips to Squeeze More Savings from Your Home Office

Amazon Web Services **SPOTLIGHT**

Continuous Cloud Learning Sparks Scalable Business Success

By Amazon Web Services

FINANCE

4 Ways to Save for Retirement Without a 401(k)

Michigan Economic Development Corporation **SPOTLIGHT**

Why This 19-Year-Old Tech Founder Pursues a 'Legacy of Grit and Determination'

By Michigan Economic Development Corporation

Feedback

MEDIA

REACH THE WORLD

ACCESS ANYONE



Coming Up...

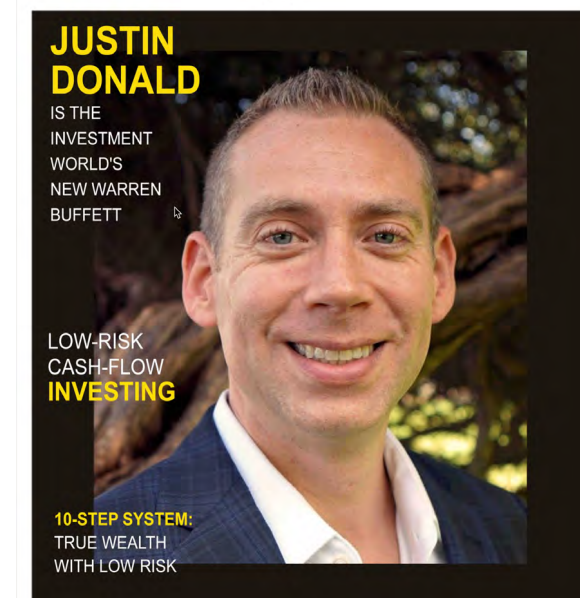


Record Once, Deliver Everywhere

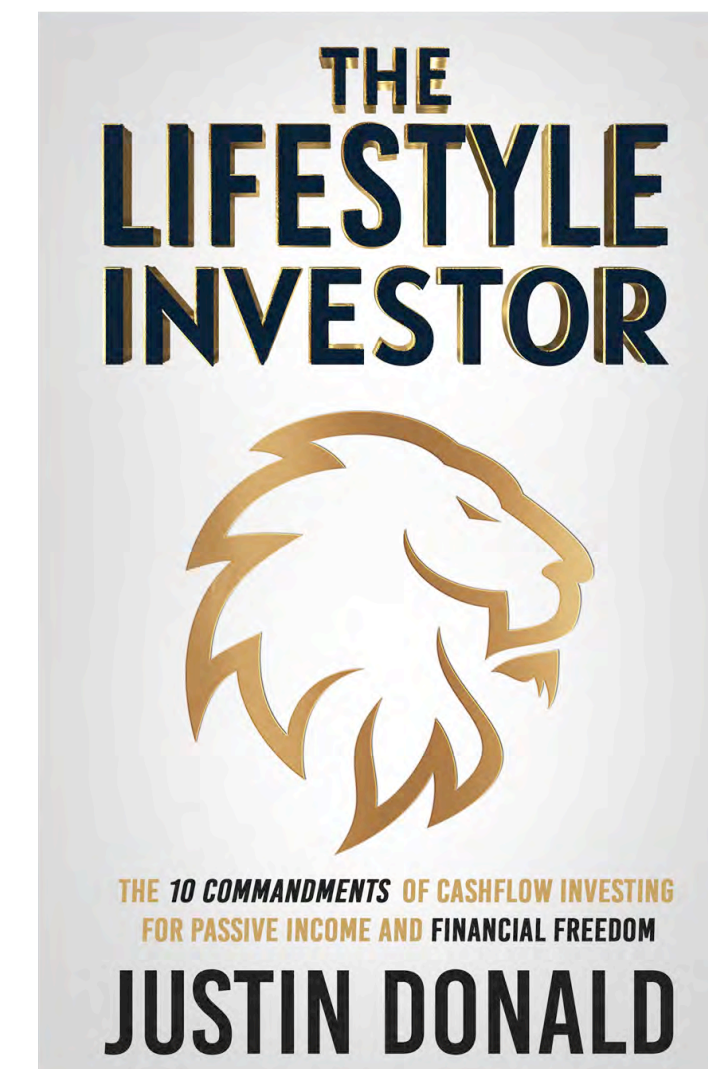
=

LIFESTYLE Each investment must truly RISK Structure each deal PRINCIPAL Part of cash flow investing is replacing your earned income
SEPTEMBER 2021 Entrepreneur.com

Entrepreneur



&



&



LEVERAGING AI TO CREATE FINANCIAL SOLUTIONS
THE MONEY ISSUE 2021
KNOW FASTER. ACT FASTER. PROFIT MORE

LEARN ABOUT THE CAPABILITY AMPLIFIER
ARE YOU SITTING ON THE NEXT BIG IDEA?

Forbes

CEO OF Capitalogix
HOWARD GETSON

"THE GOAL IS TO
CREATE SOMETHING
STRATEGIC
THAT CREATES
OPPORTUNITY."

THE MOST VALUABLE
COMPANIES IN THE
WORLD ARE BUILT ON
TOP OF PLATFORMS

IN ORDER TO CREATE A SUCCESSFUL BUSINESS, YOU NEED THE
GUTS TO SELL THE PROTOTYPE BEFORE THE PRODUCT IS LIVE.

INFLUENCIVE

December, 2021.

WORKSPACES
THAT ATTRACT
THE BEST
TALENT

NINAD
Tipnis

OFFICES THAT INSPIRE
YOUR BEST WORK

THREE WAYS NINAD
TIPNIS' WORKPLACE DESIGN
INSPIRES GREATNESS

Leadership of Matrix's portfolio
anva, Hubspot, Oculus, Ola, Q

has quotes and faces of some
founders: Elon Musk, Jeff Bezos,
Mark Zuckerberg.
explained Tipnis, "people behav
y heroes. They're inspired by th
our workplace vibrated at their
re the kinds of conversations y
se spaces."
ace is so much more than desi
team member who performs a
plies a deep psychology to eac
ductivity, and enhancing every
a physical, spiritual and emoti
than it is architecture. And t
the patron.
ronclad reputation, to operat
ng his values and standards fo
other business owners do.

AMERICA'S MOST MANIPULATIVE BILLIONAIRE
THE BOARDROOM BUYS INTO BITCOIN

THE MONEY ISSUE 2021

THE \$12 BILLION COLLEGE CHEATING FACTORY
FROM CANDY TO CANNABIS

Forbes

The Lifestyle investor
JUSTIN DONALD

"EVERY DOLLAR GETS
A RETURN."

THE FOUR CORE PRINCIPLES
OF LIFESTYLE INVESTING

LIFESTYLE Each investment must truly
represent passive income
RISK Structure each deal
to minimize risk
PRINCIPAL Part of cash-flow investing is
replacing your earned income

Entrepreneur

SEPTEMBER 2021
Entrepreneur.com

JUSTIN
DONALD

IS THE
INVESTMENT
WORLD'S
NEW WARREN
BUFFETT

LOW-RISK
CASH-FLOW
INVESTING

10-STEP SYSTEM:
TRUE WEALTH

INFLUENCIVE

September, 2021.

Justin
DONALD

LEARN HOW I STARTED
IN INVESTING AND
MANAGING FINANCES

WHY YOU SHOULD CARE
ABOUT INVESTMENTS
AS AN ENTREPRENEUR

WHEN HEROES ARE PRESENT, PEOPLE BEHAVE AS IF THEY'RE BEING WATCHED BY HEROES

2. AMPLIFIES CLIENT RELATIONSHIPS

Tipnis' approach to doing business is remarkable. He calls his clients Patrons, honoring the artisanal approach for each project and the deep relationships forged with company founders and key representatives from multigenerational family offices. For example, when Tipnis designed the 70,000-square-foot Mumbai hub of jewelry exporter KBS, he worked with representatives from three generations of the family to align their values, principles, and intentions for the space. It's now a landing space for key clients when they arrive in India, and celebrates the surrounding geography and culture. Imagine if your workplace were a showcase of your culture, talent and values — a work of functional art that your best clients, vendors and key relationships can experience?

3. INSPIRES YOUR BEST WORK

Tipnis is highly inspired by Michelangelo's statue of David. His design process is similar to Michelangelo's method of gradually chipping the excess marble away to unravel the masterpiece he imagined within. This is apparent in the Thriving Workplace designed for Matrix Partners. Located in the most expensive real estate in Mumbai (and possibly the region), this founders-focused headquarters

HOW TO NOT GET STUCK WHEN PREPARING TO SELL YOUR BUSINESS

FAST COMPANY

5 STEPS
TO BE
ACQUIRED BY
DEEP-POCKET,
PRIVATE
EQUITY FIRMS

5

STEPS TO SELL
YOUR BUSINESS
WITH A BIG
FAT PAYDAY

8

FIGURE PAYDAY
for **Joey Osborne**
after being acquired by
a private equity firm

Get what's known in the
industry as "the second
bite of the apple"

As an entrepreneur, you're typically independent. A lot of businesses started with people saying they wanted to work for themselves, build a team, and cultivate and create successful products. However, sometimes people find themselves being controlled by finances and money. Learn how Justin Donald, a recent guest on Making Bank, got out of this cycle. With an entrepreneur background of wanting to work for himself, Justin realized that his finances that were being managed by banks weren't totally on his side. After learning a lot about investments, he made changes to his life to allow his finances to match his lifestyle. Learn how Justin started in investing and managing finances, along with how entrepreneurs can get started in finances to be successful in a different way they might be used to.

MANAGING FINANCES
When thinking about where his investments started, Justin reflected on the start of his career. "You know, I've always been pretty aggressive with what I have saved and invested

are his lifestyle habits every month? Breaking things down every month help bring out the expenses that constantly occur, but also allows you to look at your salary and the money you make more realistically. Simply by looking at your yearly salary, that number can seem big. But when you break it down into monthly payments and calculate your expenses, it's easier to digest your finances. Justin takes what he learned through his life to his investment life. "Before investing in something, I think it's more important to figure out what it costs you to live. So, step one isn't let's invest money in me. Step one is, hey, what does it cost me to survive?" When investing, Justin keeps in mind what he needs to sustain his life. This is reflecting on the mortgage, utilities, car payments, etc. He focuses on what he needs, the essential cost he pays to get by - not including the quality of life.

ENTREPRENEUR TO INVESTOR
When investing, Justin emphasizes figuring out cashflow opportunities. Justin says that real estate is a great first

BEFORE INVESTING IN SOMETHING, I ACTUALLY THINK IT'S MORE IMPORTANT TO FIGURE OUT WHAT IT COSTS YOU TO LIVE.

from what I earned, you know, when I had a job and when I had a business... And it's funny cause I could have saved more then because I didn't have as many expenses, just no one talked to me. I never thought about it. I should have saved more. Like my cost of living was so low back then." Sometimes, without breaking things down, you don't realize how much extra you're spending on life. Justin refers back to this when he thinks about the beginning of his working life. He saved a lot - but he could've saved more if he broke it down and realized the necessary amount of spending per month. It's also easy to grow accustomed to spending money on a lifestyle without actually knowing it. Justin found himself spending money on things that he didn't even realize. "Often, you can become a slave to income that you make or slave to the business that you built." And with that, it becomes even harder if you don't discipline yourself with money early. It's important to get some sort of security and income saved. If you don't save from the get-go, then it's hard to form that habit later. When he realized this, Justin took it a step further and thought about what it costed him to live his daily life. What

investment opportunity. With debt deals, you generally going to get some consistent cash flow, but often, you don't have equity unless you negotiate it. Investing in syndication that's doing a multifamily deal could be another great start. Justin says your first step can be anything, though. "I just think you want to get out there and take a step forward in some way, shape or form, but run it by professionals, run it by people that you know are smart and that you trust if you are not experienced in investing because I find that entrepreneurs have a hard time making the leap to be an investor." Usually, entrepreneurs have such great skillsets. Because they might be used to trying new things and working to be successful, being directly in charge of their business. When it comes to investing, though, they fall flat on their faces 99% of the time. It's a tough transition that requires different skillsets and ways of thinking. Justin advises that entrepreneurs get help from advisors, smart professionals, and those that have experience around them. Investments are a lot like starting businesses, you're taking a chance. But with Justin's advice, you can successfully lower the risks and find success in the world of finance.

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Entrepreneur ASK AN EXPERT

CAPABILITY AMPLIFIER

— MIKE KOENIGS & DAN SULLIVAN —

Entrepreneur

The Accidental Entrepreneur Shares His Incredible One-Sentence Business Plan

In this week's episode of the Capability Amplifier podcast, learn how Rich Litvin found incredible success with a simple goal.

By Mike Koenigs August 30, 2019

Opinions expressed by Entrepreneur contributors are their own.

"It takes courage to put a stake in the ground, to own who you are and what you believe in."

CAPABILITY AMPLIFIER
— MIKE KOENIGS & DAN SULLIVAN —

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REWIND — Rich Litvin — "The Accidental Entrepreneur" Episode 72
Dec 30, 2020

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REWIND — Rich Litvin — "The Accidental Entrepreneur"

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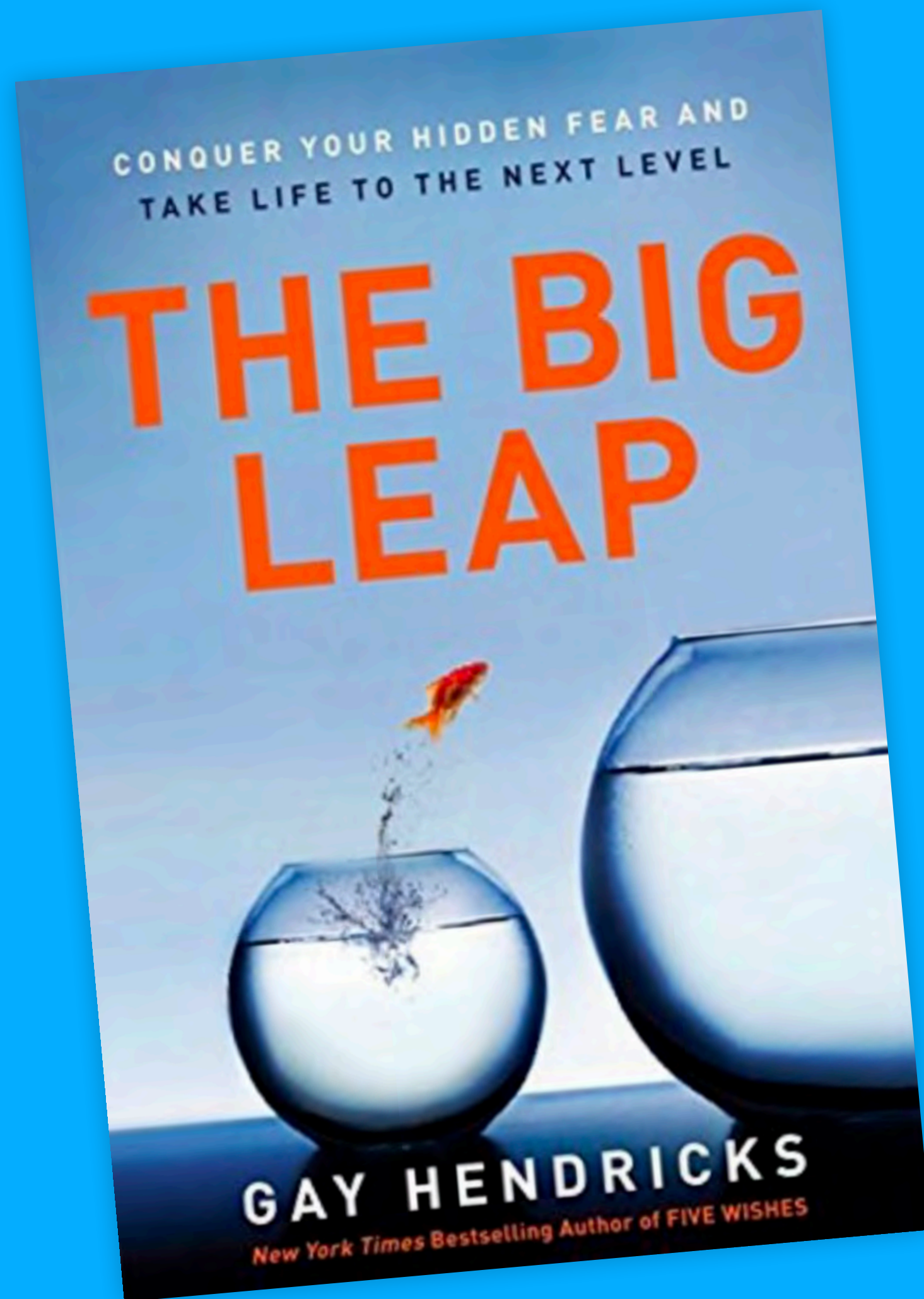
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Intuitive truths to the world and when you ability to put a stake in the ground and

in, "The Accidental Entrepreneur", on the miliar, Rich is a hugely successful author, ought after business coach who only client!

[powerpress_subscribe]



THE BIG LEAP



GAY HENDRICKS

MIKE KOENIGS

The background of the entire image is a dark, textured purple with bright, jagged, lightning-like patterns in a lighter shade of purple and blue, creating a sense of high energy and speed.

MULTIPLIERS

The Fastest Path to the Cash

**Over 40 Multipliers to Get Attention,
Grow and Monetize an Audience...**



Multiplier #8: Money Phone

I have an idea that will help you grow your business. I made a video for you, do you want to see it?

Delivered

iMessage



Money Phone Quick Start Guide – by Mike Koenigs

Do you want to close deals quickly and easily - without having to talk to a prospect? Did you know you have access **right now** to six or seven figures worth of new business at your fingertips? This is how to add \$25,000 or more to your income in the next 72 hours...

Overview

You don't need fancy tech, a marketing or sales team, CRM tools, tech or sophisticated systems to get and close \$10,000 - \$25,000 - \$100,000 or more in new business in the next 12-36 months. You already have the leads and this simple system will help you "find - tickle - activate - close" those leads into quick sales!

FULL DISCLOSURE: In this demo, I'm going to share two real-life pitch and close examples that are adaptable to any business. I've plugged in a company I have a relationship with and receive a small commission for referring business to them. The second is a service we do. In the companion "Money Phone!" book, I include multiple scripts that can be modeled and adapted for any business type.

Step #1: Get the Leads - They're in Your Phone!

1. Get a pen and a notebook
2. Put your phone in AIRPLANE MODE so you don't get interrupted
3. Set a countdown timer or alarm for 20 minutes on your phone or computer
4. Scroll through people you've text messaged over the past 12-36 months
5. Look for people you've met, connected with, had every intention of following up with but didn't.
6. Write down that person's name along with a prospect rating of 1-10. 10 if they have a problem you can solve, they qualified and you feel you'll be in rapport quickly and easily
7. Continue until your timer ends
8. If you're on a roll and you have more names to go and your messages and leads are strong, KEEP GOING! You might find that there are hundreds of potential hot leads in your phone!
9. REPEAT. DO NOT GET DISTRACTED OR TEXT ANYONE UNTIL YOU ARE DONE!
10. Connect and engage highly rated prospects with "Micro-Commitment" messages

Step #2: Connect with "Micro-Commitment" Messages

Start sending these messages to groups of people.

- "Hi Bill! Checking in - do you need anything from me today?"
- "Hi Bill, are you still interested in _____ [result]?"
- "Hey Bill, I was looking through my phone and found this picture of us from the _____ conference. I was just thinking about you. How are things?" (include a photo from your camera roll)

As soon as you see they are starting to respond and react, you know you have their **ATTENTION, INTEREST, ENGAGEMENT and CURIOSITY. NOW** it's time for you to earn their **TRUST!** You're going to do this by "mind reading," a simple diagnosis and something we call "activation." A very smart marketer once said, "he or she or diagnosis the disease is the one trusted to provide the cure." This is done with a short video - so we don't scare the prospect off.

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Get the Free Money Phone Book and Bonus Video at www.GoMoneyPhone.com



Multiplier #29: “The Eel Killer”

Overcome Objections without a Proposal



- Find Out What the “Eel’s” Objections will Be
- Learn What’s Missing
- Have the Decision Maker Make an Intro
- “Punch the Elephant”
- Transformational Story
- Describe the Experience
- Reinforce *A Better Life*

Multiplier #6

The Sales System that

Consistently

Delivers,

Predictable

Profitable Results...



"Mike, Proximity is Power"

Environment and Access is Everything.

"Take the top five people you spend your time with.

Sum up their income.

Divide by five and that's your annual income."



I took a big leap of faith and invested in mentorship when I didn't have the resources.



GET YOUR NEXT ACT

MK
MIKE KOENIGS



www.MikeKoenigs.com/Free

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ELEVATOR
PITCH

SUCCESS



Entrepreneur
ASK AN EXPERT

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Globe

CBS
NEWS

CNN

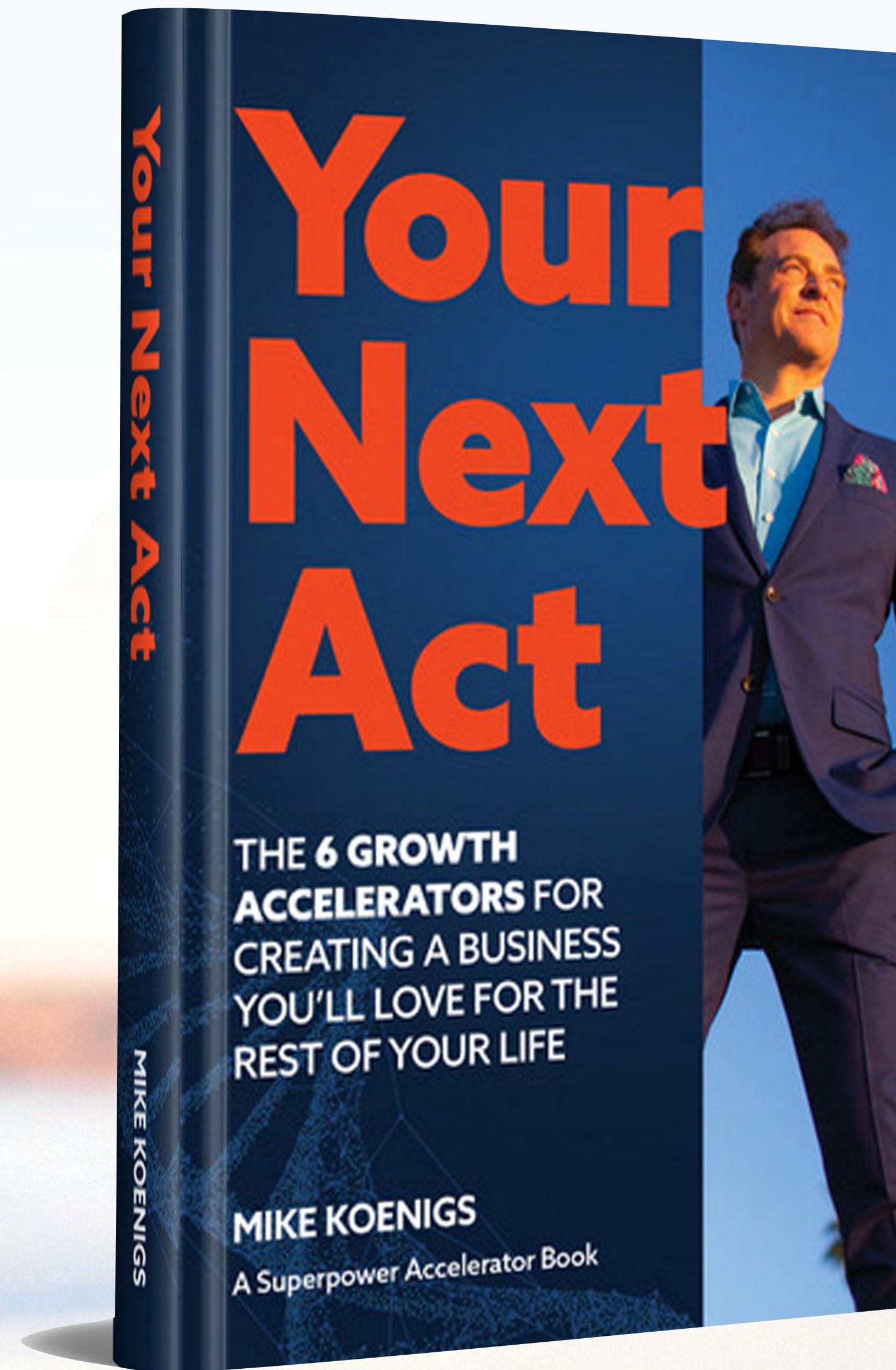
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